PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

RHETORICAL ANALYSIS OF DONALD TRUMP'S PRESIDENTIAL CANDIDACY ANNOUNCEMENT SPEECH

A *SARJANA PENDIDIKAN* THESIS

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PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

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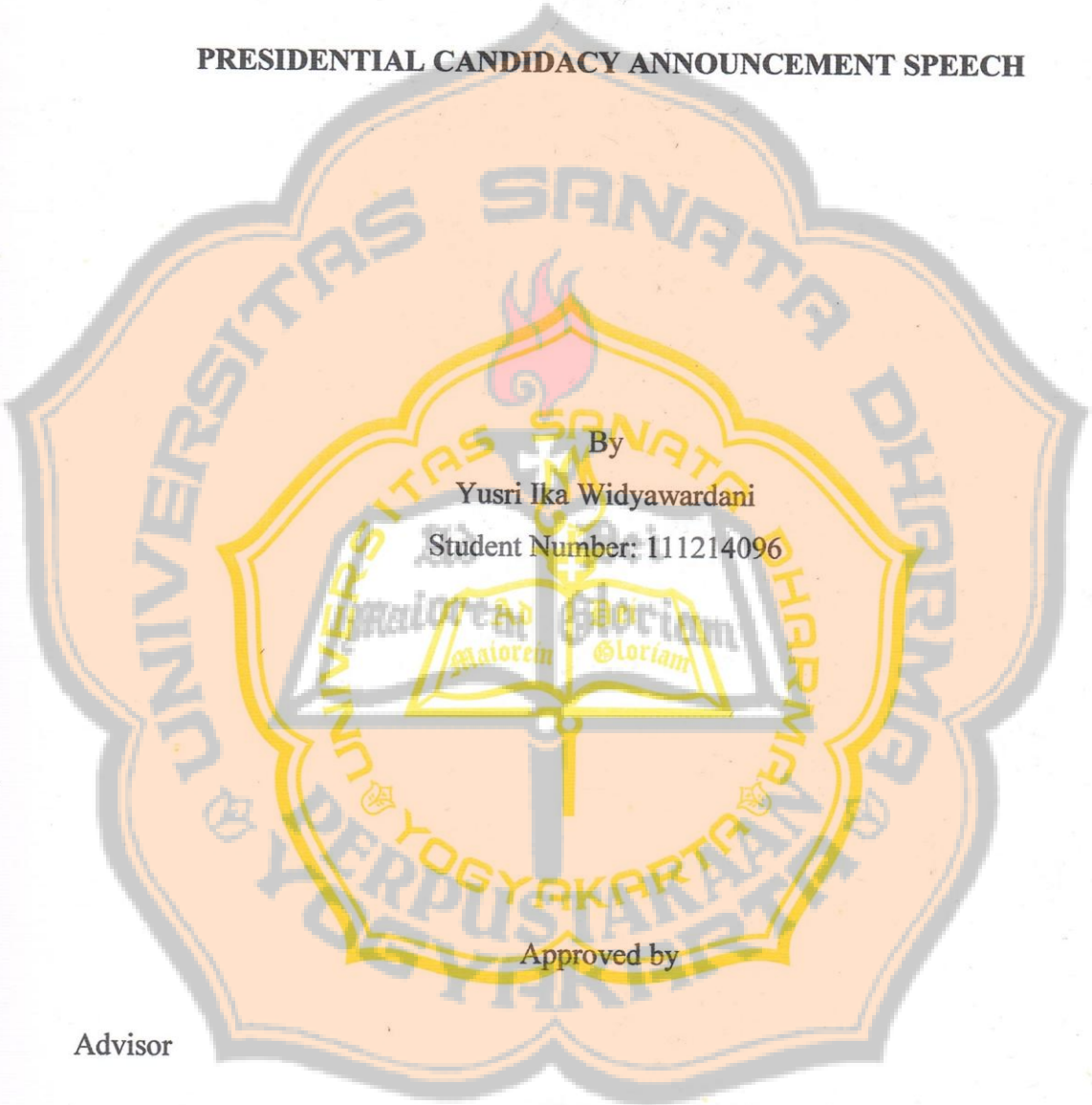

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A *Sarjana Pendidikan* Thesis on

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I honestly declare that this thesis, which I have written, does not contain the works or parts of the work of other people, except those cited in the quotations and the references, as a scientific paper should.

Yogyakarta, April 11, 2016

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ABSTRACT

Widyawardani, Yusri Ika. (2016). *Rhetorical Analysis of Donald Trump's Presidential Candidacy Announcement Speech*. Yogyakarta: English Language Education Study Program, Sanata Dharma University.

Speech is a one way communication between a speaker and audience. In persuasive speech, the strategy of convincing the audience to believe on what a speaker says is very crucial. However, good strategies to persuade the audience in a speech are not enough to convince the audience without good speech delivery. Therefore, balancing good persuasive strategy and speech delivery can make the speaker produce an effective persuasive speech. Donald Trump, who is a real estate developer and reality TV star, delivered a presidential candidacy announcement speech to officially announce that he runs for a president.

This research is a rhetorical analysis or an analysis of the way someone persuade others. Donald Trump's presidential candidacy announcement speech is analyzed using document analysis. The researcher specifies the analysis on the rhetorical proofs and the speech delivery in Donald Trump's presidential candidacy announcement speech in 2015. This research has two research questions, namely: (1) What are rhetorical proofs used by the speaker? (2) How does the speech delivery used by the speaker help to create effective speech?

The first finding is related to rhetorical proofs. According to Aristotle (1954), there are three rhetorical proofs: (1) logical proofs (*logos*) (2) ethical proofs (*ethos*) (3) emotional proofs (*pathos*). Donald Trump uses all types of rhetorical proofs in his presidential candidacy announcement speech. He uses emotional proof (*pathos*) for 54%, ethical proof (*ethos*) for 32%, and logical proof (*logos*) for 14%. The second finding is related to speech delivery of Donald Trump. It is found that Donald trump tries to make his speech effective by effectively using all successful speech components such as storytelling to explain some parts of his speech, body language, tone of voice, pauses, and visual aids.

From the findings, it can be concluded that emotional proof (*pathos)* is the most dominant proof appears in Donald Trump's speech. The emotion that he tries to arouse to the audience is hatred as it has the highest percentage among other emotions. In delivering the speech, Donald Trump uses storytelling for 42%, manages his posture and body placement well, produces effective tone of voice, uses proper pauses, and providing simple visual aids which help him create effective speech.

Key words: Presidential candidacy announcement speech, rhetoric, rhetorical proofs, speech delivery, Aristotle

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ABSTRAK

Widyawardani, Yusri Ika. (2016). *Analysis of Donald Trump's Presidential Candidacy Announcement Speech.* Yogyakarta: Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Pidato merupakan komunikasi satu arah antara pembicara dan penonton. Dalam pidato persuasif, strategi dalam meyakinkan penonton untuk percaya dengan apa yang dikatakan oleh pembicara sangatlah penting. Akan tetapi, strategi yang baik untuk membujuk penonton saja tidak cukup untuk meyakinkan para penonton tanpa adanya cara penyampaian yang baik. Oleh karena itu, menyeimbangkan strategi persuasif dengan cara penyampaian yang baik dapat membuat pembicara menghasilkan pidato yang efektif. Donald Trump, seorang pengembang real estate dan bintang sebuah acara realita, menyampaikan presidential candidacy announcement speech *untuk mengumumkan secara resmi bahwa beliau mencalonkan diri sebagai presiden.*

Penelitian ini merupakan sebuah analisis retorik atau sebuah analisis mengenai cara seseorang membujuk orang lain. Rhetorical proofs *dan* speech delivery *pada* Donald Trump's presidential candidacy announcement speech *dianalisa menggunakan metode alanisis dokumen. Penelitian ini membahas dua pertanyaan yang terdiri dari: rhetorical proofs apa saja yang digunakan oleh sang pembicara? (2) bagaimana* speech delivery *yang digunakan oleh sang pembicara dapat membantu membuat pidato yang efektif?*

Untuk menjawab pertanyaan pertama, peneliti menggunakan teori milik Aristotle (1954) *yang menjabarkan bahwa ada tiga jenis* rhetorical proofs*: (1)* logical proofs *(logos) (2)* ethical proofs *(ethos) (3)* emotional proofs *(pathos). Dari hasil analisa, Donald Trump menggunakan semua jenis* rhetorical proofs *dalam pidatonya. Donald Trump menggunakan* Emotional proof *(pathos) sebanyak 54%,* ethical proof (*ethos*) *sebanyak 32%, dan* logical proof (logos) *sebanyak 14%. Hasil analisis untuk pertanyaan ke dua adalah Donald Trump mencoba membuat pidato yang efektif dengan menggunakkan semua* successful speech components *seperti* storytelling, body language, tone of voice, pauses, *dan* visual aids

Dari hasil analisa yang didapatkan, dapat disimpulkan bahwa emotional proof (*pathos*) *merupakan* proof *yang paling dominan muncul dalam pidato. Emosi yang dominan beliau coba bangkitkan pada para penonton adalah rasa benci. Dalam penyampaian pidato,* Donald Trump *menggunakan* storytelling *sebanyak 42%, mengatur bahsa tubuhnya dengan sebagaimana mestinya, menghasilkan* tone of voice *degan sesuai, dan menyediakan* visual aids *sederhana sehingga menghasilkan pidato yang efektif.*

Kata kunci : Presidential candidacy announcement speech, rhetoric, rhetorical proofs, speech delivery, Aristotle

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CHAPTER I

INTRODUCTION

This chapter will be divided into five parts. The first part is research background which will explain the background of this research. The second part is research problem. In this part, the writer will mention the research questions which will be answered in this research. The thirds is research objectives which will explain the goals of the research. The fourth is research benefits. This part will give detail on the benefits of this research. The last part is definition of terms. This part will help the reader to acknowledge the terms used in the research so that they can understand them.

A. Research Background

On June 16, 2015 in Trump Tower New York, Donald John Trump announced himself that he will be running for president in the United States presidential election in 2016. Donald Trump is a chairman and president of The Trump Organization. He is well-known as a real estate mogul and TV reality star. He is one of presidential candidates who has no political background. Other candidates are largely formers senator or governor. The researcher is interested in doing a research to analyze how Donald Trump, who has no political background, uses rhetoric in his speech to persuade the audience toward his political aims. The foci of

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the research which is conducted by the researcher are on the appeals (*logos, pathos,* and *ethos*) or known as rhetorical proofs or reasoning, and the speech delivery style showed in Donald Trump's presidential candidacy announcement speech.

Rhetoric was developed from 367 to 322 BC. So many studies have been conducted since that time. The researcher takes one example of the rhetorical study. The study is about rhetorical proofs in Barack Obama's Victory Speech in 2012. This study had been conducted by Bayu Wibowo Setiawan in 2014 entitled "Persuasive Strategies in Barack Obama's Victory Speech in 2012". Setiawan analyzed persuasive strategies applied on Barack Obama's victory speech in 2012. Setiawan said that the three major strategies; *ethos, pathos,* and *logos,* help the speaker produces an effective persuasive speech. From the most frequently persuasive strategy used by Barack Obama, Setiawan could investigate the purpose of the speech. Besides, the researcher conducted the study by applying document analysis. The result from his research is that Barack Obama used *pathos* more frequently than other appeals such as *logos* and *ethos*. Moreover, Setiawan concluded that the purpose of Barack Obama's speech is to strengthen the audience's belief of his ability in solving some political issues in the United States (Setiawan, 2014). Setiawan's research is helpful in this study because this study also employs document analysis. His strategy is used as a guideline to conduct the analysis of rhetorical proofs in this study.

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This rhetorical analysis is worth doing because it helps people to be able to produce effective speech in front of audience. The aim of delivering speech in front of audience is to share information and try to make the audience believe in the information the speaker shares. In this case, Donald Trump tries to get many voters for the upcoming presidential election in 2016. To do so, he has to make the audience believe and agree on what he says. According to Charteris-Black (2011), voters make decision based on their judgments of the honesty, morality and integrity of politician. Since Donald Trump is not a politician, it challenges the researcher to observe how he makes his speech capable to gain audience's positive judgment. To obtain positive judgment from the audience, he has to provide appropriate proofs in his argumentative speech. The researcher is using Aristotle's theory of rhetoric to analyze the proofs used by Donald Trump in his speech.

In addition, the researcher wants to analyze Donald Trump's speech delivery. Speech Delivery is one of cannons of rhetoric. According to Aristotle (1954), there are five cannons of rhetoric; invention, arrangement, style, memory, and speech delivery. The reason why the researcher chooses the fifth canon instead of the other four canons is because speech delivery affects the *ethos*. McCroskey (1997) said that the success of ethos-centered communication is directly linked to the quality of the speaker's speech delivery. *Ethos* helps the speaker to sound more trustworthy by emphasizing the speaker's competence, virtuous character, and goodwill. Besides, the point of having argumentative speech is to gain the audience's trust. Therefore, the

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speaker must master the features of speech delivery before presenting his or her speech in order to successfully influence the audience. The speaker's presentation is judged through the eyes, hair height, body shape, dress and through a range of body mannerisms, such as gaze and gesture (Charteris-Black, 2011). The researcher uses speech delivery theory found in Nikitina's book to examine the way Donald Trump's presents his speech.

B. Research Questions

According to the previous explanation, there are two questions which will be answered in the research.

1. What are rhetorical proofs used by the speaker?
2. How does the speech delivery used by the speaker help to create effective speech?

C. Research Objectives

Considering the problems above, there are two objectives to be obtained in this research.

1. To find out what rhetorical proofs are used by Donald Trump in presidential candidacy announcement speech.
2. To observe the speech delivery used by Donald Trump in order to create effective speech.

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D. Research Benefits

This research will be useful for debaters to learn on how to create effective reasoning for their statements. It can also be useful for public speaking class to teach the students on how to create effective speech. This research discusses the rhetorical proofs found in Donald Trump's speech to gain people's trust to vote him in the US presidential election in 2016. The rhetorical proofs which are found in the speech can be a great example to create an effective speech, especially in persuasive speech.

Another thing to be discussed is the way the speaker delivers his speech. Speech delivery strategy is also important to support the speaker to achieve the aim of his or her speech. To successfully transfer important message in a speech, a speaker needs an effective speech delivery strategy. Therefore, the effective speech delivery strategies found in the research can help a speaker to transfer important messages to the audience and achieve successful speech.

E. Definition of terms

This research uses some specific terms. This part will explain the terms used in this research.

1. Rhetorical Analysis

Rhetorical analysis is the analysis of the way someone persuades others. According to Aristotle (1954), rhetoric may be defined as the faculty of observing in any given case the available means of persuasion. In fact, rhetoric has at times been understood simply as the study of persuasion (Herrick, 2005).

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Kennedy, in Herrick (2005), has defined rhetoric as the energy inherent in emotion and thought, transmitted through a system of signs, including language, to others to influence their decision or actions. Kennedy suggests that when someone expressed emotions and thoughts to other people with the goal of influencing (persuading) them, he or she are engaged in rhetoric. Therefore, rhetorical analysis is the analysis of the way someone persuades others.

2. Presidential Candidacy Announcement Speech

Speech is defined as the use, between man and man, of articulate sound-signs for the communication of their wishes and their views about things (Gardiner, 1932). According to *Oxford Advanced Learner's Dictionary,* Speech is a formal talk that a person gives to an audience (Hornby, A.S., Cowie, A. P., and Lewis, J. W., 2010). Hence, presidential candidacy announcement speech is a formal talk to officially announce that someone is running for a president.

3. Donald John Trump

Donald Trump was born in Queens, New York on June 14, 1946, the day the nation united to celebrates its flag, Flag Day. Donald Trump, or "The Donald" as he often styles himself, has high national name recognition as a billionaire real estate developer and TV celebrity. He is known for his signature properties – Trump Plaza, 40 Wall Street in Manhattan; golf resorts in Florida; and casinos in Atlantic City – and for his successful run as a reality TV star on The Apprentice and The Celebrity Apprentice (Elving, 2015).

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On October 7, 1999, Trump announced the formulation of an exploratory committee to inform his decision of whether or not he should seek the Reform Party's nomination for the presidential race of 2000, but backed out because of problems within the party (Perez, 2000). On June 16, 2015, Donald Trump officially announced himself that he will be running for president in United States presidential election in 2016.

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CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter will explain some theories which are related to the research. There are two parts of this chapter. The first one is theoretical description which includes some theories related to the topic of this research. The second one is theoretical framework which will explain the contribution of the theories to solve the problems in this research.

A. Theoretical Description

This part will preview the theories which are relevant to the research. This part will elaborate the theory of rhetorical proofs and speech delivery.

1. Rhetorical proofs

Rhetorical proofs come from Aristotle's available means of persuasion, artistic proofs, which are the methods or ways to persuade. According to Aristotle (in Griffin, 2012), artistic proofs are the things that are created by the speaker. There are three kinds of artistic proofs: logical (*logos*), ethical (*ethos*), and emotional (*pathos*).

a. Logical Proof (*Logos*)

In the rhetoric, Aristotle (1954) used *logos* to refer to creating reasoning in an argument or speech using logic. It is also stated that "*Logos* was the study of interference making or reasoning which is related to logic" (Herrick, 2005).

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According to Aristotle (in Griffin, 2012), logical proof comes from the line of argument in the speech. It means that a reasoning or proof that comes from a human logic. It is also used by a speaker to prove his or her argument in order to persuade the audience. Aristotle focused on two forms of *logos* - the enthymeme and the example.

1) Enthymeme

Aristotle regarded the enthymeme as the strongest of the proofs. It is because enthymeme is considered as rhetorical demonstration and people are easily persuaded when they think that something has been demonstrated (Christof, 2010). Enthymeme is merely an incomplete version of a formal deductive syllogism. Deductive logic is used in the process of creating an enthymeme by moving from global principle to specific truth." In modern times, the enthymeme has come to be regarded as an abbreviated syllogism. Syllogism is an argumentative statement that contains a conclusion and premises (Corbett, 1999). The essential difference is that the syllogism leads to a necessary conclusion from universally true premises but enthymeme leads to a tentative conclusion from probable premises (Aristotle, 1954). The audience can be satisfied with probable conclusion because it recognizes the contingent nature of the things that rhetoric deals with (Corbett, 1999).

Since enthymeme is merely an incomplete version of a formal deductive syllogism, one of the premises may be missing but the missing premise is as readily supplied as the missing parts of an elliptical grammar structure (Connor, 1999). To illustrate, the following is the example of syllogism:

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Major or general premise: *All horse-race betting is gambling.*

Minor or specific premise: *Some gambling is illegal.*

Conclusion: *Some horse-riding betting is illegal.*

However, typical enthymeme leaves out a premise that is already accepted by the audience: *All horse-race betting is gambling. . . . Some horse-race betting is illegal.*

2) Example

According to Aristotle (1954), example has the nature of induction, which is the foundation of reasoning. Example is one of the effective methods to define an idea and it IS also a favorite device of preachers, orators, and teachers to explain their thought so that the audience can easily grasp the meaning (Griffin, 2012).

There are two varieties of examples; the illustrative parallel and the fable. In illustrative parallel, it needs the power of thinking out the analogy which can be developed by intellectual training.

Fables are suitable for addresses to a popular connection and comparatively easy to invent. However, it is easier to supply matching by inventing fables. Since the future will be like what the past has been, it is essential for the political speaker to provide their speech by quoting what has actually happened (Aristotle, 1954). It will help the audience to visualize the idea the speaker is trying to convey to the audience. According to Hider (2014), an example of a fable used in a speech is shown in Malala

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Yousaf Zai's peech. Malala explained how the terrorists are afraid of women by telling a story that has actually happened.

> "They are afraid of women. The power of the voice of women frightens them. This is why they killed in innocent students in the recent attack in Quetta. And that is why they kill female teachers. That is why they are blasting schools every day, because they are afraid of change and the equality that we will bring to our society."

b. Ethical Proof (*Ethos*)

Aristotle apparently held that of the three artistic proofs, *ethos* was potentially the most persuasive (Herrick, 2005). Herrick (2005) said that when people are convinced that a speaker is knowledgeable, trustworthy, and has their best interests at heart, they will be very likely to accept as true what that speaker has to say. In the rhetoric, Aristotle identified three qualities that can establish high source of credibility; intelligence, virtuous character, and goodwill (Griffin, 2012).

1) Perceived Intelligence

Audience judges intelligence by the overlap between their beliefs and the speaker's ideas (Griffin, 2012). Audience is more likely to be persuaded when they perceive a speaker to be competence and credible (Verderber, Sellnow, and Verderber, 2012). A speaker conveys his or her intelligence by explaining his or her competence. To indicate the speaker's competence, the speaker can share his or her experiences that prove the speaker's special knowledge in some fields or simply by adding the current information in his speech. In addition, using evidence from respected sources who are experts in the speech can help the speaker sound more

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convincing. By doing so, the audience can perceive the speaker's qualification and expertise and start believing on what the speaker is saying (Verderber, Sellnow, and Verderber, 2012).

2) Virtuous Character

Character has to do with the speaker's image as a good and honest person (Griffin, 2012). According to Verderber, Sellnow, and Verderber (2012), good character is the ability of the speaker to establish trustworthiness of the listeners to what the speaker says. To produce the trustworthiness, the speaker can begin with telling the speaker's experiences and values. From the experiences and values that the speaker shares with the audience, it will help the audience start to believe in what the speaker says. The speaker can also explain his motive to demonstrate his character which makes the listeners consider the speaker as a trustworthy person so that it increases good character of the speaker (Verderber, Sellnow, and Verderber, 2012).

3) Goodwill

Goodwill is a positive judgment of the speaker's intention toward the audience (Griffin, 2012). Aristotle thought it is possible for an orator to possess extraordinary intelligence and sterling character yet still not have the listener's best interest heart (Griffin, 2012). According to Verderber, Sellnow, and Verderber (2012), goodwill is a perception the audience forms of a speaker who they believe understands them, empathizes with them, and is responsive to them. When audience members believe in the speaker's goodwill, they are willing to believe what the speaker says.

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c. Emotional Proof (*Pathos*)

Emotional proof, which comes from the feelings and the speech draws out of those who hear it (Griffin, 2012). The term *pathos* is often used to refer to the effective or emotional appeals that give persuasive message and power to move audience to action, but Aristotle's interest in emotion has to do specifically with emotion's ability to affect the judgment of audience (Herrick, 2005). To this end, he cataloged a series of opposite feelings, then explained the conditions under which each mood is experienced, and finally described how the speaker can get audience to feel that way (Griffin, 2012).

1) Anger versus Calmness

According Aristotle (1954), growing calm is the opposite of growing angry, and calmness is the opposite of anger, we must ascertain in what frames of mind men are calm, towards whom they feel calm, and by what means they are made so. Growing calm may be defined as settling down or quieting of anger (Aristotle, 1954).

People feel angry when they are dissatisfied in their attempt to fulfill a need and it reminds them of interpersonal slights, and they will become irate. Aristotle (1954) also said that someone becomes angry when he or she is offended by others. To calm the audience down after showing anger, a speaker must show the audience that the offender is sorry, deserves praise, or has great power (Griffin, 2012).

2) Love or Friendship versus Hatred

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Aristotle (1954) described friendly feeling towards any one as wishing for what someone believes to be good things, not for oneself sake but for others, and being inclined, so far as you can, to bring these things about. Enmity and hatred may be produced by anger or spite or calumny. Now whereas anger arises from offences against oneself, enmity may arise even without that. Anger is always concerned with individuals whereas hatred is directed also against classes. Hater wishes to pity a man whom he or she has hated (Aristotle, 1954).

3) Fear versus Confidence

Aristotle wrote that fear may be defined as a pain or disturbance due to a mental picture of some destructive or painful evil in the future (Herrick, 2005). Fear is felt by those who believe something to be likely to happen to them, at the hand of particular persons, in a particular form, and at particular time (Aristotle, 1954). Aristotle (1954) also explains about confidence as the opposite of fear. It is, therefore, the expectation associated with a mental picture of nearness of what keep us safe and the absence or remoteness of what is terrible. As said by Griffin (2012), fear comes from a mental image of potential disaster. The speaker should paint a vivid word picture of tragedy, showing that its occurrence is probable.

In the other hand, confidence is felt when someone believe that he or she has often succeeded and never suffered reverses, or has often met danger and escaped it safely (Aristotle, 1954). It means that confidence can be built through successful experiences.

4) Admiration versus Envy

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Aristotle (1954) says that envy is pain at the sight of such good fortune as consist of the good things already mentioned; a person feels it towards his or her equal; not with the idea of getting something for himself or herself. According to Griffin (2012), people admire moral virtue, power, wealth, and beauty. By demonstrating that an individual has acquired life's goods through hard work rather than mere luck, admiration will increase (Griffin, 2012).

2. The Fifth Rhetorical Canon: Speech delivery

According to Nikitina (2011), speech delivery is the process of making effective use of voice and body language. Some speakers focus only on the content of their speeches and neglect the importance of speech delivery which falls on deaf ears.

> "Once the greatest of the Greek orator, Demosthenes, was asked what he considered to be the most important part of rhetoric, he replied, "Speech delivery, speech delivery, speech delivery. (Nikitina, 2011)"

According to Corbett and Connors (1999), the points of speech delivery were concern for the management of the voice and for gestures (action). Precepts were laid down about the modulation of the voice for the proper pitch, volume, and emphasis and about pausing and phrasing. In regard to action, orators were trained in gesturing, in the proper stance and posture of the body, and in the management of the eyes and facial expressions (Corbett and Connors, 1999).

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According to Nikitina (2011), there are five components of a successful speech. The components are storytelling, body language, tone of voice, pauses, and visual cues.

a. Storytelling

Story telling can be defined as a structured narrative account of real or imagined events that is widely used in public speaking as a medium for sharing, interpreting and offering the content of the story to the listeners. The best stories to use in public speech may involve true fact from the speaker's life. The meaningful story can be self-effacing humorous fact about the speaker's past mistake, and challenges, success stories from famous people's biographies, and story that explore the history of the speaker's business (Nikitina, 2011).

Professional public speakers use storytelling in their presentation for a variety of purposes which includes to make important points of the presentation memorable, establish as connection with the particular audience, emphasize the message, introduce controversial issues, encourage thinking, shape people's belief, raise the energy level of the group, and motivate people to act (Nikitina, 2011).

b. Body Language

Body language is the process of non-verbal communication when our physical, mental and emotional states are manifested through conscious body movements and gestures. Numerous psychological findings show that non-verbal communication and especially body language account for as 55% of the message received by the audience. While words for the most part are perceived and interpreted by our rational

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mind, our physical gestures and facial expressions reach and are interpreted on a much deeper subconscious level (Nikitina, 2011). It means that body language helps the audience to receive the message from the speaker.

1) Posture

Slouching shoulders and tense muscle and abrupt, anxious movements might not be so obvious to the speaker, but this nervousness, tension and lack of conviction are quickly transmitted to the audience. To make the audience feel comfortable and interested by the speech, the speaker should keep relaxed and upright posture. The speaker also should not lean or grip the lectern and avoid shifting weight from one foot to another as it can become distracting (Nikitina, 2011).

2) Body Placement

Movement is a great way to make a clear transition from one point to another, allowing the speaker to quickly regain the audience's attention. Clenching hands together, clutching notes, fiddling with clothing, or hiding your hands in your pocket can reveal the speaker's anxiety (Nikitina, 2011). . A genuine smile can establish a connection with the audience and win the audience's admiration. A speaker should be the one to demonstrate his or her sympathy and interest in his or her audience and the best way to do it is by smiling and looking at the audience as the speaker talks (Nikitina, 2011).

c. Tone of Voice

A speaker's confidence, emotional state and attitude is often revealed in the tone of voice. In fact, tone of voice accounts for approximately 33% of the

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transmitted message, while the actual words that you say are responsible for only 7% of communication. It may mean that people are more influenced by the sound and quality of an individual's voice than by its content (Nikitina, 2011).

1) Pace

Pace of the speech is the speed at which we say our thoughts out loud. Often when people feel nervous or excited, they tend to rush through their speech delivery, hoping to get to the presentation over as quick as possible. Talking at a fast pace makes it challenging for the listeners to mentally keep up with the speaker and follow the speakers' train of thought. While some of the messages might not be informed well as people will quickly lose interest in the presentation. On the other hand, speaking at slow pace leaves the audience too much time to process the speaker's message and their thoughts will soon start to wander off to the topic. The biggest part of a presentation should be delivered at rate that allows the listeners to grasp the message and let it sink (Nikitina, 2011). According to the psychological experiments conducted by Smith and Shaffer in 1991 in Nikitina (2011), when messages are counter-attitudinal, faster speakers were more persuasive than slower speakers. However, Smith and Shaffer also demonstrated that when audience inherently agrees with the message slower speech rate tends to be more persuasive than a quick one.

According to Nikitina (2011), on average the appropriate pace for a speech is around 1000 words per seven minutes (around 140-150 words per minute). For example, if the speaker has 15 minutes to deliver a presentation, it means that the speech would involve 2,100 – 2,250 words.

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2) Pitch

According to Nikitina (2011), low-pitch speaking voices, for both men and women are preferable to the listeners as they are associated with authority, credibility, strength and self-confidence. High-pitched voices, on the contrary, are less pleasant to the ears of the audience as they are perceived as less persuasive, weaker, less truthful and more nervous (Nikitina, 2011).

3) Volume

According to Nikitina (2011), volume refers to the power of loudness of your voice. Clearly, the volume of the voice should not be too high so that it looks as if the speaker is shouting or too low, when the listeners have difficulty hearing the speaker. However, varying voice during presentation can be very effective in stressing an important or dramatic point, express strong emotions or to build suspense and make people lean forward to hear what is being said (Nikitina, 2011).

d. Pause

According to Nikitina (2011), public speaking is not just about talking in public. It is about listening to your audience and letting the silence talk for you. In most cases there is no need to fill the silence with meaningless word such as “uhm”, “like”, and “you know” which are known as fillers. Doing this only distract the audience from what is being said and gives the impression of nervousness and lack of clarity. It is important to the speaker to give pauses on his speech in order to give the audience time to absorb the information and it is also important to the speaker for

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maintaining the speed of the speech without distracting the audience's attention. Most pauses used during public speaking can be divided in four main categories:

1) Short Pause

Short pause that last from half-a-second to two seconds are mainly used for separating thoughts, emphasizing the last word that was said or building anticipation for what is coming. Short pause is used to slow down the speaker pace so it stays in appropriate velocity. It also gives the audience time to absorb and process the information.

2) Spontaneity pause

A spontaneity pause is used when the speaker is searching for the right word which actually the speaker already knows. It is also used by the speaker to pretend to reflect on something so the speech looks more natural and sincere. Spontaneity pauses, are not necessarily "unplanned", but they make the speech look more natural, more polished and less rehearsed (Nikitina, 2011).

3) Long Pause

Long pauses can last anywhere from three seconds to a couple of minutes and they are very powerful. They command the audience's attention by literally creating tension in the auditorium. When the speaker uses long pause, it indicates that the information being shared by the speaker is worth thinking about. Long pauses should be used only by experienced public speakers who feel comfortable talking in front of large groups of people (Nikitina 2011).

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4) Pseudo Pause

The main purpose of a pseudo pause is to bring people's attention back to what is being said and underline the last sentence. The difference of this pause with other pauses is that the speaker repeats the last word he or she produced. So, instead of holding the pause the speaker repeats and stresses their last remark (Nikitina, 2011). Pseudo pause allow the speaker to emphasize the important message he or she is going to say by repeating the word mindfully. It also gives the audience an additional moment to absorb and memorize the information from the speaker.

e. Visual Aids

Adding a visual dimension to the presentation can make it look more vivid, graphic and professional-looking. Although, not every business presentation or public speaking event should forcedly be accompanied by slide shows, graphs and pictures. If the speaker's goal is to help the listeners understand and remember some key points of the presentation, there is no doubt that the speaker can benefit enormously for including some visual elements and data in the presentation. On the other hand, if the speaker's goal is to motivate, empower or persuade the audience to take action, the speaker might not need to use visual aids, as the audience already knows what they should be doing.

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B. Theoretical Framework

Based on the theoretical description, the researcher uses two theories to accomplish the objectives of the study. The theories that are going to be used to answer the research problems are rhetorical proofs theory by Aristotle (1954) and Aristotle's the fifth rhetorical canon, speech delivery, by Nikitina (2011).

To solve the first problem, the researcher uses Aristotle's rhetorical proofs theory (1954). Theory of rhetoric is believed to give people a method to find out all means of persuasion on any topic (Christof, 2010). Therefore, the theory is suitable to be used to find out the rhetorical proofs used by the speaker while giving reasoning in his argumentative speech in order to persuade the audience. According to Aristotle's rhetorical proofs theory, there are three kinds of rhetorical proofs: logical (*logos*), ethical (*ethos*), and emotional (*pathos*).

The second theory is the theory of the fifth rhetorical canon, speech delivery, by Nikitina (2011). This theory is used to observe the speech delivery strategy used by the speaker while delivering the speech. This theory is suitable for helping the researcher find out whether the speaker delivers his speech effectively or not.

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CHAPTER III

RESEARCH METHODOLOGY

This chapter will explain the detail information about the methodology used in this research. The methodology used in this research will help the researcher to solve the research problem. There are six parts in this chapter, namely the research method, research subject, research setting, instrument and data gathering technique, and research procedure.

A. Research Method

This research has two questions to be answered. They are how rhetorical proofs used by the speaker helps to convince the audience, and how the speech delivery strategy used by the speaker helps to create effective speech.

The method employed in this research was content or document analysis. It is because the major part of this research is analyzing documents. Content analysis is a technique that enables researchers to study human behavior in an indirect way through an analysis of their communications (Ary, Jacobs, and Razavieh, 2002). The documents which were analyzed in this research are in form of video and text. The video which was analyzed in this research is the videos of the presidential candidacy announcement speech by Donald Trump. The text which was analyzed in this

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research is the transcript of Donald Trump's presidential candidacy announcement speech (Appendix A).

B. Research Setting

On September 10th, 2015, the researcher collected the data which consist of the video and the transcript of Donald Trump's Presidential Candidacy Announcement Speech. The video was downloaded from YouTube using an application called YouTube Downloader. The researcher also retrieved the speech transcript from online Time magazine. On September 27th, 2015, the researcher created two checklists. The first checklist is rhetorical proofs checklist (Appendix B). The checklist was created based on Aristotle's three types of rhetorical proofs. The second checklist consists of speech delivery features (Appendix C). The second checklist was made based on Nikitina's effective speech delivery theory.

On September 24th, the researcher started to analyze the speech by watching the video and reading the script. To analyze the rhetorical proofs used by Donald Trump in his presidential candidacy announcement speech, the researcher complete the first checklist which is about rhetorical proofs by reading the script. The second checklist, speech delivery features checklist, was completed by the researcher by watching the video.

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C. Research Subject

The subject of this research is Donald Trump's presidential candidacy announcement speech. The speech was obtained in form of a video from YouTube. The transcript of the speech was retrieved from online Times magazine. Donald Trump is a billionaire real estate mogul and TV celebrity. The researcher chose Donald Trump because of the way he presented his speech and his controversial bold statements. Donald Trump is a United States president candidate who has no political background. This case made him possible to produce unique strategy in persuading the audience. The researcher is interested in analyzing his speech to identify the way he delivers the speech in order to influence the audience.

D. Instruments and Data Gathering Technique

In qualitative studies, the human investigator is the primary instrument for the gathering and analyzing of data (Ary, Jacobs, and Sorensen, 2010). Because qualitative research studies human experiences and situations, researchers need an instrument flexible enough to capture the complexity of the human experience, an instrument capable of adapting and responding to the environment. It is believed that only a human instrument is capable of doing this task (Ary *et al*, 2010).

To gather the data, the researcher searched a transcript of Donald Trump's presidential candidacy announcement speech. It is needed in order to answer the first research question. The researcher retrieved the transcript of the speech from online

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Times magazine. The researcher also looked for a video of Donald Trump's presidential candidacy announcement speech in YouTube and then downloaded it using YouTube Downloader. The video is used for analyzing the second research question.

E. Data Analysis Technique

From the former study by Setiawan (2014), the technique of analyzing the data is by using a checklist based on Aristotle's theory of rhetoric. In this research, the researcher created two checklists which consisted of the rhetorical proofs and the features of speech delivery. The researcher also prepared the videos by downloading it from www.youtube.com and the transcript from online Times magazine. The checklist of rhetorical proofs helped the researcher answer the first research question and the checklist of speech delivery features is used to help the researcher answer the second research question.

In order to help the process of analysis, the researcher provided two guidelines. The first guideline is rhetorical proofs guideline. This guideline consists of the rhetorical proofs categories such as logical, ethical, and emotional proofs, sub categories such as example, goodwill, anger, *etc.*, and the description of each sub category. The second guideline is speech delivery guideline. This guideline consists of the categories of speech delivery such as storytelling, body language, pause, *etc.*, and its sub category such as volume, body movement, short pause, *etc.*

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The rhetorical proofs guideline helped the researcher to classify each sentence in the speech according to the categories. The guideline of rhetorical proofs is provided in table 3.1.

Table 3.1. Rhetorical proofs guideline

Categories	Sub categories	Description
Logical proofs (*logos)*	Enthymeme	It appears when there are statements which have roles as premises and are connected one another to form a conclusion.
	Example	It appears when the speaker ties to define an idea. It can be in form of analogy or fable.
Ethical proofs (*ethos*)	Perceived intelligence	It is used when the speaker explains and shares his or her competence and experience that prove the speaker's special knowledge. It also appears when the speaker adds the current information or evidence from a trusted source or expert to his speech.
	Virtuous character	It is used by the speaker by telling his or her experience, value, or motives that help the speaker establishes his or her image as a good and honest person.
	Goodwill	It appears when the speaker greets or compliments or says thank you to the audience to shows that the speaker understands, empathizes, and responsive with the audience.
Emotional proofs (*pathos*)	Anger	A speaker shows his or her anger when the cause of becoming angry or upset is clear that it aims directly to the speaker (who is angry because of it).
	Calmness	A speaker shows his or her calmness by spreading peaceful statement which shows the speaker is against any violence.
	Friendship	It is expressed when the speaker telling that he or she believes something to be

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Categories	Sub categories	Description
		a good thing for the sake of his or her sake.
	Hatred	A speaker shows his or her hatred by showing that he or she dislikes something or someone. The cause of hatred unnecessarily aims directly to the speaker himself or herself.
	Fear	It is showed when a speaker describes bad thing that is possible to happen in the future.
	Confidence	It is showed by a speaker by telling good thing because previously the speaker has often succeeded and never suffered.
	Admiration	It appears when a speaker shows that he or she likes or loves or admires someone or something.
	Envy	It appears when a speaker compares his or her misfortune and other's good fortune.

The speech delivery guideline helped the researcher categorize the performance according to the speech delivery features in each category. The guideline of speech delivery is provided in table 3.2.

Table 3.2. Speech delivery guideline

Categories	Sub categories	Description
Storytelling	-	It appears when a speaker explains about certain information in detail using a short story. In storytelling, the speaker also differs his or her voice as he or she acts as different characters.
Body language	Posture	It includes the way a speaker stands whether he or she shows relaxed or nervous movement

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Categories	Sub categories	Description
		such as slouching shoulders, leaning on the lectern, or shifting weight from one foot to another.
	Body movement	It includes the management of hand, eyes, and body movement.
Tone of Voice	Pace	It is measured by counting total words in a speech and then divide it by the length of the speech (in minutes). A proper pace will be 140 words per minute.
	Pitch	It includes high or low pitch used by the speaker during the speech.
	Volume	It includes loud and soft volume used by the speaker during the speech.
Pauses	Short pause	It is 1 - 2 seconds of pause used for maintaining the pace.
	Spontaneity pause	It appears when the speaker stops and seems to reflect to something or look for the right word to say.
	Long pause	It is two or more seconds of pause. A speaker uses it after telling important message and let the audience absorbs the message.
	Pseudo pause	It appears when a speaker stops for a short pause and then repeats the last word to emphasize it as the important message.
Visual aids	-	It includes slide shows, graphs and pictures to help the audience remember the key of the speech.

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The rhetorical proofs checklist was completed when the researcher observed Donald Trump's presidential candidacy announcement speech transcript. The video of Donald Trump's presidential candidacy announcement speech was observed using the speech delivery features checklist. During the analysis of rhetorical proofs, the researcher highlighted the transcript using three different colors which represent three rhetorical proofs and wrote the numbers of each proof appeared in the speech.

During the process of analyzing speech delivery, the researcher wrote important notes and gave check in the tables when the speech delivery features appeared in the videos. To assure that the observation was correct, the researcher read the transcript and watched the videos more than three times and rechecked the checklist to make sure that the researcher had completed everything.

F. Research Procedure

The first procedure that should be done in doing content analysis research is to determine objectives, the researcher decided on the specific objectives that want to achieve (Fraenkle, Wallen, and Hyun, 2012). The second step is to define terms. As in all research, investigator and/or readers are sure to incur considerable frustration unless important terms (Fraenkle et al, 2012). The third one is specify the unit of analysis. In this part the researcher must decide what is going to be analyzed, whether the words, sentences, phrases, or painting (Fraenkel et al, 2012).

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The researcher had found the objectives for this research which are to find out what rhetorical proofs are used by the speaker, and how the speech delivery is used by the speaker helps to create effective speech. The researcher also had completed the next steps which are finding terms, specify the analysis. Finding the terms helped the researcher create the guidelines which has an important role to help the researcher classify the data according to the categories. For the third procedure, the researcher had decided that she analyzed each sentence in the speech.

After that, the researcher played the video and read the transcript for three times to make sure that there was no phenomenon left. To answer the first research question, the researcher analyzed the transcript and completed the rhetorical proofs checklist. To answer the second research question, the researcher analyzed the video to complete the speech delivery checklist. The result of analyzing the rhetorical proofs is converted into percentage by dividing the total sentences of each category with the total sentences in the speech. The results of the analysis of rhetorical proofs and speech delivery are discussed in the next chapter.

After obtaining the result of the analysis, the researcher validated it. Validation is needed to assure that the result the researcher obtained from the process of analysis is credible (Creswell and Miller, 2000). The validity procedure that is applied by the researcher is called audit trail. According to Creswell and Miller (2000), audit trail is done by providing documentation of all research result and process and giving it to the auditor who is formally brought into the study. It this

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case, the researcher gave the complete report of the research and had it checked by the auditor who is the thesis advisor. After that, the thesis advisor will give comment or feedback on the complete report. The next step is that the researcher makes changes according to the comment and feedback so that the report is accepted by the advisor. Creswell and Miller (2000) believe that this process of documenting and reviewing by external auditor can make the result of the analysis becomes credible.

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CHAPTER IV

RESEARCH RESULTS AND DISCUSSION

This chapter is divided into two parts. These two parts will answer the research questions of this study. In the first part the writer will try to find out the answers for the research questions. The research questions that are going to be answered are about the rhetorical proofs and speech delivery in Donald Trump's presidential candidacy announcement speech. In the discussion, the writer will provide some examples which are taken from the speech.

The discussion in the first part is related to rhetorical proofs in Donald Trump's presidential candidacy announcement speech. The writer provides some examples and analyzes the rhetorical proofs applied in each example. Other example of rhetorical proofs applied in Donald Trump's presidential candidacy announcement speech can be seen in appendix B. The discussion in the second part will be about the speech delivery of Donald Trump when presenting the presidential candidacy announcement speech. The writer analyzes the way Donald Trump delivers his speech which affects the effectiveness of rhetorical proofs used by Donald Trump.

A. Donald Trump's Rhetorical Proofs

Rhetorical proofs are the methods or ways which are used by a speaker by creating proofs (logical, ethical, and emotional proofs) in order to persuade the audience. This part will answer the first research question and discuss the result of the

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analysis. The researcher answer the first question by analyzing the three kinds of proofs, which are logical (*logos*), ethical (*ethos*), and emotional (*pathos*), created by Donald Trump in his presidential candidacy announcement speech.

1. *Logos*

> *"Logos* is the study of interference making or reasoning which is related to logic" (Herrick, 2005).

Logos refers to when a speaker delivers his or her argument and he or she proves his argument using logical reasoning or proof. So when the speaker uses his or her logical proof in his or her argumentative speaking, the speaker uses *logos* to establish his or her speech to persuade the audience. Based on Aristotle's rhetorical theory, there are two ways to create logical reasoning. It is by using enthymemes or/and examples. In the presidential candidacy announcement speech, Donald Trump used *logos* for 14% in his speech. He proved his argument using logical reasoning by using both enthymemes and examples. The percentage of logical proof used by Donald Trump is showed in table 4.1.

Table 4.1. The result of logical proof (*logos)* in Donald Trump's presidential candidacy announcement speech

Logical proof (*logos*) 57x (14%)	
Enthymeme	**Example**
18x (4.6%)	39x (9.9%)

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a. Enthymeme

The percentage of the usage of enthymeme is 4.6%. It is less than the percentage of examples he uses to create logical reasoning in his speech. Enthymeme consists of probable premises which lead to tentative conclusion (Aristotle, 1954). Some enthymemes used by Donald Trump in his speech are below.

[1] Well, you need somebody, because politicians are all talk, no action. Nothing's gonna get done. They will not bring us— believe me— to the promised land.

[2] We have people that aren't working. We have people that have no incentive to work. But they're going to have incentive to work, because the greatest social program is a job. And they'll be proud, and they'll love it, and they'll make much more than they would've ever made, and they'll be— they'll be doing so well, and we're going to be thriving as a country, thriving. It can happen.

In example [1], Donald Trump uses two probable premises and one tentative conclusion. The first probable premise is *politicians all talk, no action* and the second probable premise is *nothing is gonna get done.* The second premise comes from the first premise which is when there is no action from the politicians then nothing is going to be done. Those two premises lead to one conclusion which is *they will not bring us to the promised land.*

1st minor premise : politicians all talk, no action
2nd minor premise : nothing is gonna get done
Conclusion : they will not bring us to the promised land

In example [2], Donald Trump argues that America can be great again by running the social program which is giving jobs to those who are not working so that they can thrive together. He expresses his argument using logical reasoning by creating enthymeme to make it more seem sensible. He creates some premises which lead to

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one conclusion which is to make America great again. Those premises lead to one conclusion which is *it can happen.* It means making America great again is possible to happen.

1st minor premise : We have people that aren't working. We have people that have no incentive to work. But they're going to have incentive to work, because the greatest social program is a job.
2nd minor premise : They'll be proud, and they'll love it, and they'll make much more than they would've ever made, and they'll be— they'll be doing so well,
3rd minor premises : and we're going to be thriving as a country.
Conclusion : I can happen.

b. Example

Example is another way to create logical reasoning. Example is a method to define an idea so that the audience can effortlessly understand the meaning (Griffin, 2012). In presidential candidacy announcement speech, Donald Trump uses Examples to define his idea for 9.9%.

[3] But the problem with free trade is you need really talented people to negotiate for you. If you don't have talented people, if you don't have great leadership, if you don't have people that know business, not just a political hack that got the job because he made a contribution to a campaign, which is the way all jobs, just about, are gotten, free trade terrible.
[4] There's too much— it's like— it's like take the New England Patriots and Tom Brady and have them play your high school football team. That's the difference between China's leaders and our leaders.

As can be seen in example [3], Donald Trump uses the example based on his observation on what are the essentials in free trade. He tries to convince the audience about his idea of the crucial things that are needed to be successful in free trade by giving explanation about what terrible free trade is like. The researcher also found

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that Donald Trump uses analogy to enhance his idea about a comparison between his country leader and other countries leaders. In example [4], Donald Trump compares the difference between his country leaders and China's leaders with the New England Patriots and Tom Brady play in high school football team. New England Patriots and Tom Brady aim at the professional while high school football team aims at amateur. The intention of Donald Trump using the analogy is to point at his country leaders' professionalism.

2. *Ethos*

Herrick (2012) mentioned that *ethos* is the most persuasive proof from two other rhetorical proofs. The researcher found that Donald Trump uses *ethos* in his presidential candidacy announcement speech for 32%. Aristotle, in Griffin (2012), stated that there are three features which can build up the *ethos* proofs. They are perceived intelligence, virtuous character, and goodwill. Those features are showed in Donald Trump's presidential candidacy announcement speech. Each of the features appears in different result as presented in table 4.2.

Table 4.2. The result of ethical proof (*ethos)* in Donald Trump's presidential candidacy announcement speech

Ethical proof *(ethos)* 125x (32%)		
Perceived intelligence	**Vicious character**	**Goodwill**
69x (17%)	27x (6.9%)	29x (7.4%)

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a. Perceived Intelligence

Showing off the intelligence of the speaker in his or her speech is one of the techniques to persuade the audience. As explained by Verderber, Sellnow, and Verderber (2012), audience is more likely to be persuaded when they perceive a speaker to be competence and credible. Therefore, Donald Trump uses this proof to convince the audience that he is a competent president candidate who deserves to win the presidential election in 2016. The researcher found that Donald Trump uses *ethos* proof in perceived intelligence for 6%.

[5] And our real unemployment is anywhere from 18 to 20 percent. Don't believe the 5.6. Don't believe it.

[6] And after four or five years in Brooklyn, I ventured into Manhattan and did a lot of great deals— the Grand Hyatt Hotel. I was responsible for the convention center on the west side. I did a lot of great deals, and I did them early and young. And now I'm building all over the world, and I love what I'm doing.

Donald Trump tries to give factual information about the number of unemployment in his country in example [5]. Donald Trump exposes the actual number of unemployment which is higher than the number that has been known by the audience. By doing so, Donald Trump is showing his competence to the audience. However, it is lack of source where he gets the information to make his speech sounds more convincing.

Still in his attempt to convince the audience by using perceived intelligence in his speech, Donald Trump uses his experience to show his competence and credibility. As explained by Verderber, Sellnow, and Verderber (2012), to indicate the speaker's competence, the speaker can share his or her experiences that prove the

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speaker's special knowledge in some fields. In example [6], Donald Trump tells the audience about this experience in property business which is expanding until now. Besides, he also tries to tell the audience about his skill in making deal which is the key to his success in his businesses. By telling the experience, Donald Trump has shown to the audience his competence in making deals, which makes him a property mogul, and credibility as a presidential candidate.

b. Virtuous Character

In order to obtain successful persuasive speech, the speaker must create trustworthiness of the audience by showing the speaker's virtuous character (Verderber, Sellnow, and Verderber, 2012). Speaker's experiences, values, and motives can be the tools to arouse trust among the audience. Donald Trump employs his experiences, values, and motives to show his virtuous character to establish his trustworthiness. He conveys his virtuous character in his speech for 6.9%.

[7] We have to repeal Obamacare, and it can be— and— and it can be replaced with something much better for everybody. Let it be for everybody. But much better and much less expensive for people and for the government. And we can do it.

[8] I'll bring back our jobs from China, from Mexico, from Japan, from so many places. I'll bring back our jobs, and I'll bring back our money.

In example [7], Donald Trump shows his virtuous character by telling the audience about his motive to repeal Obamacare. Donald Trump argues that Obamacare is a disaster because of the high deductibles which make it useless. Therefore, he tells the audience that he will replace Obamacare with something that is more beneficial and economical for everybody. He emphasizes the word *everybody* in

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this part. It indicates his concern about people in his country which helps him to establish trustworthiness of the audience. The last sentence of this example also indicates his good character which is optimistic. He shows his optimistic character by saying *we can do it.*

In example [8], Donald Trump tries to show his good character by telling the audience about his eagerness to bring back job and money from China, Mexico, Japan and *etc.* to his country. It is for the sake of his country and people in his country. By telling this, it helps him to get the audience's trust.

c. Goodwill

Goodwill is a perception the audience forms of a speaker who they believe understand them, empathize with them, and is responsive to them (Verderber, Sellnow, and Verderber, 2012). When the audience believes in the speaker's goodwill, they are willing to believe what the speaker says. In this speech, the researcher found out that Donald Trump is very responsive to the audience. He stops his speech and thanks the audience who exclaim in delight upon Donald Trump's statements. In this presidential candidacy announcement speech, he uses goodwill to gain positive judgments toward him for 7.4%.

[9] They're not sending you. They're not sending you.
[10] Thank you, darlin'.

In presidential candidacy announcement speech, Donald Trump once talks about Mexico who sends troublesome people to his country. He also says that Mexico never sends their best people which followed by saying *they are not sending you* as

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shown in example [9]. He emphasizes the word *you* to aim at the audience. His purpose is to compliment the audience that they are the best people and they are not like people who were sent by Mexico to America.

Example [10] is one of the evidence that Donald Trump is responsive to the audience's comment or exclamation. He always responds the audience's comment or exclamation during his speech. It is a good way to show respect to the audience. It also will help Donald Trump to build good chemistry with the audience and makes the audience feels that they exist and involved throughout the speech.

3. *Pathos*

Griffin (2012) stated that emotional proof (*pathos*) comes from the feeling of the speaker and it is expressed through a speech. Therefore, it affects the audience's feeling. *Pathos* also gives persuasive message and power to move the audience to do certain actions (Herrick, 2005). Donald Trump uses *pathos* in his presidential speech to persuade the audience for many times. The percentage of emotional proof usage during the speech is 54%. It is the most dominant proof that is showed in his speech. There are 8 emotions that are analyzed in Donald Trump's speech. The portion of emotions evoke by Donald Trump is showed in table 4.3.

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Table 4.3. The result of emotional proof (*pathos)* in Donald Trump's presidential candidacy announcement speech

Emotional proof (*pathos*) 210x (54%)							
Anger	**Calmness**	**Friendship**	**Hatred**	**Fear**	**Confidence**	**Admiration**	**Envy**
40x (10.2%)	6x (1.5%)	1x (0.3%)	86x (21.9%)	34x (8.7%)	2x (0.5%)	21x (5.4%)	20x (5.1%)

a. Anger

As explained by Griffin (2012), anger comes when people are dissatisfied in their attempt to fulfill a need and they will become irate. Anger always arises from offences against oneself and it is always concerned with individuals. In presidential candidacy announcement speech, Donald Trump arouses anger toward the audience for 10.2%.

[11] And we have nothing. We can't even go there. We have nothing. And every time we give Iraq equipment, the first time a bullet goes off in the air, they leave it.

[12] All of a sudden, at the last moment, this big car manufacturer, foreign, announces they're not going to Tennessee. They're gonna spend their $1 billion in Mexico instead. Not good.

Example [11] shows that Donald Trump tries to make the audience feel angry to what Iraq has done to America. He becomes angry after knowing Iraq wasting the big amount of money from America to fund Iraq's war equipment. America gets nothing from the war and many soldiers die in the war are the reason why he becomes angry. In example [12], Donald Trump expresses his anger because his country

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allows Ford to cancel the project to build car manufacturer in Tennessee. Aristotle (1954) once stated that a person becomes angry because there is cause which offends the person. The cause of Donald Trump's anger in example [11] is Iraq's act of dishonor to his country. In example [12], the cause of his anger is that Ford cancels building a car manufacturer in Tennessee.

b. Calmness

Aristotle (1956) stated that growing calm is the opposite of growing angry, and calmness is the opposite of anger. Growing calm is the process of settling down or quieting anger (Aristotle, 1954). In presidential candidacy announcement speech, 10.2% of the speech is used for expressing his anger. Despite of growing angry, he grows calm to settle down the anger. The researcher found that Donald Trump attempts to grow calm for 1.5%. Example [13] and [14] show Donald Trump expresses his calmness. Instead of arguing and growing angry because of the false report about his wealth, he decides to stay calm and shows the audience the real total of his net worth.

[13] I'm not doing that to brag, because you know what? I don't have to brag. I don't have to, believe it or not.
[14] I'm doing that to say that that's the kind of thinking our country needs. We need that thinking. We have the opposite thinking.

c. Friendship

After Donald Trump expresses his hatred to Mexico because of sending incompetent people to his country, he expresses what he believes to be a good thing from Mexico for his country. According to Aristotle (1954), love or friendship is a

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feeling toward any one as wishing for what someone believes to be good things for the sake of others. In example [15], it shows what Donald Trump believes to be a good thing for his country that is there are still good Mexican in his country.

[15] And some, I assume, are good people.

d. Hatred

According to Aristotle (1954), hatred may arise without offences against oneself. A hater wishes to pity a man whom he or she has hated (Aristotle, 1954). In presidential candidacy announcement speech, Donald Trump arouses hatred toward the audience for 21.9% of his speech. It is the dominant emotion that he expresses during the speech. Donald Trump shows his hatred to the audience so that the audience can feel the same feeling to some people. In this speech, he often points out his hatred to the current president and politicians in his country, and other countries which he considers as his country's rivals.

[16] And, I can tell, some of the candidates, they went in. They didn't know the air-conditioner didn't work. They sweated like dogs. They didn't know the room was too big, because they didn't have anybody there. How are they going to beat ISIS? I don't think it's gonna happen.
[17] Islamic terrorism is eating up large portions of the Middle East.
[18] But all of these politicians that I'm running against now, they're trying to disassociate. I mean, you looked at Bush, it took him five days to answer the question on Iraq. He couldn't answer the question. He didn't know. I said, "Is he intelligent?"

In example [16], Donald Trump expresses his anger toward other president candidates and he wants to arouse the same hatred to the audience. Example [16] is indicated as hatred because it does not give any sign of direct offence done by other candidates to Donald Trump. Aristotle (1954) said that a hater wishes to pity a man

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whom he or she has hated. Example [16] shows that Donald Trump as the hater, expresses his pity to other president candidate by telling the audience that other candidates are sweating like dogs when delivering their speech.

Donald Trump expresses his hatred toward the Islamic terrorism in example [17]. Example [17] is considered as the act of spreading hatred because it does not give sign of direct offence to Donald Trump himself. He just tells the bad thing from the Islamic terrorism to the audience in order to make the audience hate the Islamic terrorism the way he does. In example [18], Donald Trump expresses his hatred towards Bush. Example [18] is considered as hatred because there is no sign of direct offence toward Donald Trump himself and it shows that Donald Trump pities Bush by questioning whether he is intelligent.

e. Fear

According to Herrick (2005), fear is a feeling of annoyance caused by a mental picture of some terrible things to be happened in the future. Fear also comes from a mental illness of potential disaster at the hand of particular persons, in a particular form, and at particular time, and it is felt by those who believe something to be likely to happen to them (Aristotle, 2005). In presidential candidacy announcement speech, Donald Trump shows his fear of something bad will happen to his country for 8.7%.

[19] It's coming from more than Mexico. It's coming from all over South and Latin America, and it's coming probably— probably— from the Middle East. But we don't know. Because we have no protection and we have no competence, we don't know what's happening.

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[20] Our enemies are getting stronger and stronger by the way, and we as a country are getting weaker. Even our nuclear arsenal doesn't work.

Example [19] and [20] show Donald Trump's fear that some terrible things will happen to his country. When Donald Trump is talking about the immigrants with low-competence who come from Mexico and can create more problems to his country, he expresses his fear by telling the audience that the same threat can come from South and Latin America and probably from Middle East as shown in example [19].

In example [20], Donald Trump fears that his country will not be able to compete with other countries in terms of military weapon. To show his fear, he tells the audience that America is getting weaker while other countries are getting stronger and he continues by telling the detailed information about the current condition of America's military equipment which is old and probably most of the equipment does not work. It becomes worst because it is broadcasted on television which can signal his country's enemy (in this case is Russia) as the opportunity to attack his country at anytime. Griffin (2012) said that to make the audience to be able to feel the speaker's fear, the speaker should paint a vivid word to picture the tragedy to show that it is probable to occur. By giving the detailed information, it helps the audience to imagine and feel what the speaker fears of and believe that it might happen to their beloved country.

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f. Confidence

According to Aristotle (1954), confidence comes when someone believes that he or she is superior to others and often experiences success. In presidential candidacy announcement speech, Donald Trump shows his confidence for 0.5%. Donald Trump shows his confidence by saying that he will be the greatest president that God ever created as showed in example [21]. This confident feeling comes from his belief that he is superior to his rivals. By expressing his confidence, he shows his optimistic character to the audience. It will be a benefit for Donald Trump to persuade the audience.

[21] I will be the greatest jobs president that God ever created. I tell you that.

g. Admiration

Admiration comes when someone obtain life's goods through hard work rather than mere luck (Griffin, 2012). Griffin (2012) also said that admiration grows when people see other's moral virtue, power, wealth, and beauty. In presidential candidacy announcement speech, Donald Trump shows his admiration for 5.4%. Mostly, Donald Trump shows his admiration toward others' power and wealth as demonstrated in examples [22] and [23].

[22] I love China. The biggest bank in the world is from China. You know where their United States headquarters is located? In this building, in Trump Tower. I love China. People say, "Oh, you don't like China?" No, I love them.

[23] Saudi Arabia, they make $1 billion a day. $1 billion a day. I love the Saudis. Many are in this building. They make a billion dollars a day.

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In example [22], Donald Trump expresses his admiration to China because it has power. Having the biggest bank in the world makes China seems powerful to Donald Trump. Moreover, he shows his admiration to Saudi's wealth as demonstrated in example [23]. He is impressed by Saudi that is able to earn $1 billion a day.

h. Envy

A speaker shows his or her envy is when he or she mentions others' good things which the speaker does not have. In this presidential candidacy announcement speech, Donald Trump expresses his envy by comparing the good thing that other countries have and his country does not have. The researcher found that Donald Trump shows his envy in his presidential candidacy announcement speech for 5.1%.

[24] A lot of people up there can't get jobs. They can't get jobs, because there are no jobs, because China has our jobs and Mexico has our jobs. They all have jobs.

[25] And I come in from China and I come in from Qatar and I come in from different places, and they have the most incredible airports in the world. You come to back to this country and you have LAX, disaster. You have all of these disastrous airports.

In example [24], Donald Trump mentions the unfortunate thing about jobs in his country and then followed by mentioning the good things from China and Mexico which is the jobs that they own. It indicates that he is jealous of Chinese and Mexicans having jobs while Americans are struggling to get jobs in their own country. Donald Trump also shows his envy in example [25]. Donald Trump compares the quality of airports in his country with airports in China and Qatar. He

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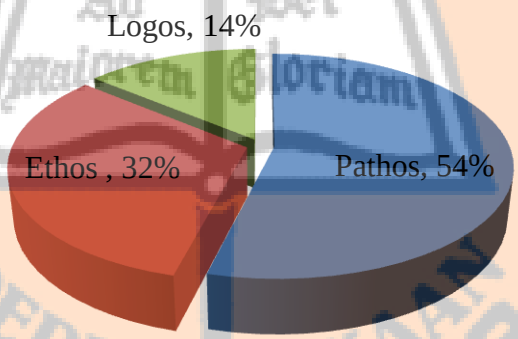
considers the airports in his country as disastrous airports after mentioning the good thing that China and Qatar have which are the most incredible airports in the world.

From the discussion of rhetorical proofs used by Donald Trump, it can be concluded that he uses all the types of rhetorical proofs. The dominant proof used by Donald Trump during the speech is emotional proof (*pathos*). *Pathos* is used in the speech for 54% and followed by ethical proof (*ethos*) which is used for 32% and the least proof is logical proof which is used for only 14% in the speech. To sum up, the result of the rhetorical proofs used by Donald Trump is shown in figure 4.1

Figure 4.1. Percentage of rhetorical proofs in Donald Trump's presidential candidacy announcement speech



B. Donald Trump's Speech delivery Style

In this part, the researcher answers the second question which is about Donald Trump's speech delivery in his presidential candidacy announcement speech. There are five essential components which are analyzed by the researcher. The components are storytelling, body language, tone of voice, pauses, and visual cues.

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1. Storytelling

As explained by Nikitina (2011), storytelling is one of the media used in public speaking for sharing a story by professional public speaker for a variety of purposes. In Donald Trump's presidential candidacy announcement speech, the researcher found that 42% of the speech is used for storytelling by Donald Trump to tell certain important points to the audience. Take for instance, Donald Trump uses storytelling to tell the audience about the problematic trade with china, plan to bring back Ford, and experience doing property business.

Sharing information using storytelling in a speech can create a memorable speech (Nikitina, 2011). When doing storytelling, Donald Trump impersonates the characters in the story that is being told to the audience. It makes his speech more fascinating and helps the audience pictures the real situation. In telling about his plan to bring back Ford to reopen their car manufacturer in Tennessee, he impersonates himself as the head of Ford and as himself when becoming a president as it is showed in examples [26] and [27]. The purpose of telling the plan by using storytelling is to emphasize how he is going to make Ford builds the car manufacturer in United States not in Mexico.

[26] But I wouldn't even waste my time with this one. I would call up the head of Ford, who I know. If I was president, I'd say, "Congratulations. I understand that you're building a nice $2.5 billion car factory in Mexico and that you're going to take your cars and sell them to the United States zero tax, just flow them across the border."

[27] And he'll say, "Please, please, please." He'll beg for a little while, and I'll say, "No interest." Then he'll call all sorts of political people, and I'll say, "Sorry, fellas. No interest," because I don't need anybody's money. It's nice. I don't need anybody's money.

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The researcher also found out that Donald Trump uses storytelling to introduce controversial issues and shape the audience's belief. Introducing controversial issue and shaping the audience's belief are the purposes in telling about the problematic trade with China. He tries to tell the audience about the new issue in trading with China, which is experienced by his friend, and he also tells the audience that he succeeds in helping his friends to solve the trading issue, which will shape the audience's belief on his competence. He tries to gain more trust from his audience by telling the audience a story about his experience struggling to be successful in making deal in property business. Nikitina (2011) said that the best story to use in public speech may involve true fact from the speaker's life. Therefore, it is the best way for Donald Trump to convince the audience that the he is competent in certain fields

2. Body Language

Body language or the process of non-verbal communication is an important element of speech delivery. It helps the audience receive and understand more messages from the speaker. Nikitina (2011) wrote that numerous psychological findings shows that non-verbal communication accounts for as 55% of the message receive by the audience. While Donald Trump gives his presidential candidacy announcement speech, he uses some body movements to emphasize some important message to the audience. There are two important things to be considered to perform appropriate body movements. They are posture and body placement.

According to Nikitina (2011), to make the audience feel comfortable and interested by the speech, the speaker should keep relaxed and upright posture by not

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leaning on grip the lectern and avoiding shifting weight from on foot to another. In delivering the presidential candidacy announcement speech, Donald Trump stands behind the lectern all the time. The researcher observed that Donald Trump keeps his body upright during his speech and never leans his body on the lectern. It is an appropriate manner and it makes the audience pays full attention to the speaker. However, from the middle until the end of the speech, he frequently grips the lectern. Frequently, he grips the lectern using his left hand and sometimes he grips the lectern using two hands. It is not good because gripping the lectern is a sign of tension and nervousness. It can affect the audience's conviction toward the speaker.

Figure 4.2. Upright posture (7' 33")

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Figure 4.3. Grapping the lectern (50' 48")

An appropriate body placement or movement allows the speaker to quickly regain the audience's attention (Nikitina, 2011). Therefore, making an appropriate movement during a speech is very crucial because it can affect the audience's attention to the speaker. Smiling and looking at the audience as the speaker talks can be the best way to establish a connection with the audience and win the audience's heart (Nikitina, 2011). The researcher found that Donald Trump tries to establish connection with his audience by using body movements. During the speech, he frequently moves his right hand. However, because of the too-frequent left hand movement, it becomes not appropriate. He also uses his right hand to point at the audience in order to emphasize his message which is about the best people. He points at the audience at all side of the building as he sa

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"When Mexico sends its people, they're not sending their best. They're not sending you. They're not sending you."

Figure 4.4. Pointing and looking at the audience (8' 05")

Figure 4.5. Right hand movements

He moves his body to face the audience who is exclaiming and points at the audience as well to tell the audience that he agrees. He also maintains his eye contact

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to the audience in every side of the building. By doing so, it helps him to create better connection with the audience and makes the audience feel comfortable and cared.

Figure 4.6. Eye contact

3. Tone of Voice

According to Nikitina (2011), tone of voice can reveal a speaker's confidence, emotional state and attitude. Tone of voice accounts for approximately 33% of the transmitted message which means audience is more influenced by the sound and quality of the speaker's voice than by its content (Nikitina, 2011). There are three features to be considered to measure the quality of the speaker's tone of voice: pace, pitch and volume.

Pace of the speech is the speed of the speech. A speaker should deliver the speech in ideal pace. It means that the speaker does not speak too fast or too slow which can impact the audience's attention. The biggest part of a presentation should be delivered at rate that allows the listeners to grasp the message and let it sink

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(Nikitina, 2011). According to Nikitina (2011), on average the appropriate pace for a speech is around 1000 words per seven minutes (around 140-150 words per minute). The researcher found that Donald Trump's presidential candidacy announcement speech consists of 6,334 words and the length of the speech is 45 minutes. To decide whether Donald Trump produces appropriate pace during his speech, the researcher divided the number of words by the length of the speech (in minutes). The result is that Donald Trump produces 141 words per minutes. According to Nikitina (2011), the average of the appropriate pace for a speech is around 140-150 words per minute. It can be concluded that Donald Trump delivers his speech in the appropriate pace.

A persuasive speaker uses low-pitch speaking voice as they are associated with authority, credibility, strength and self-confidence (Nikitina, 2011). In presidential candidacy announcement speech, Donald Trump mostly uses low speaking voice or low pitch. It is good because it helps him establish his authority, strengthens his credibility, and shows his strength and self confidence. He uses low speaking voice or high pitch when he expresses his anger and impersonates a female reporter.

According to Nikitina (2011), the volume of the voice should not be too high so that it looks as if the speaker is shouting or too low, when the listeners have difficulty hearing the speaker. In delivering presidential candidacy announcement speech, Donald Trump varies his voice volume. He speaks in high volume when he expresses his anger. From the middle to the end of the speech he tends to speak in high volume. It makes him sound angry all the time. However, the researcher

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considers it appropriate since the dominant reasoning used by Donald Trump is emotional reasoning (*pathos*). Anger and hate are the highest emotions evoked by him during the speech. Therefore, high volume is produced dominantly by Donald Trump to express those dominant emotions.

4. Pauses

In delivering presidential candidacy announcement speech, Donald Trump manages the pace of his speech by giving pauses during the speech. Nikitina (2011) said that it is important to the speaker for maintaining the speed of the speech without distracting the audience's attention. Based on the observation, the researcher found that Donald Trump uses four types of pauses. According to Nikitina (2011), short pause, spontaneity pause, long pause, and pseudo pause are four types of pauses which are used during a public speaking.

Short pause that lasts from half-a-second to two second is used to slow down the speaker's pace so it stays in appropriate velocity and to give the audience time to absorb and process the information (Nikitina, 2011). The researcher found that short pauses are used in the ideal quantity by Donald Trump. It makes his speech sounds natural because it balances his speed of the speech to be in ideal pace. It also gives the audience time to process to understand the message given by the speaker so that the message can be optimally transmitted to the audience.

When a speaker seems to pretend to reflect something or searching for the right word which actually the speaker already knows so the speech looks more natural and sincere is called spontaneity pause (Nikitina, 2011). The researcher found that

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Donald Trump uses spontaneity pauses for five times in his speech. In the beginning of the speech he seems to think about what country he should choose as an example in his speech, although he already knows that he is going to talk about China. It makes him sounds more natural in delivering his speech.

In presidential candidacy announcement speech, Donald Trump uses long pause for twenty seven times. Long pause lasts from three seconds to a couple of minutes and is used to obtain the audience's attention and indicate that the information being shared by the speakers is worth thinking about (Nikitina, 2011). He uses a long pause when he is talking about humvees. After he mentions the large number of humvees, he gives a long pause to his speech. It indicates that the information is important and he wants the audience to pay attention to it. He gives a long pause as well when the audience in the building is exclaiming. In this case, he uses long pause to create tension in the building in order to acquire the audience's attention back.

The last type of pause that is found in Donald Trump's presidential candidacy announcement speech is pseudo pause. Pseudo pause is a pause which is used to emphasize the important message that the speaker is going to say by repeating the last word mindfully (Nikitina, 2011). The researcher found that Donald Trump uses pseudo pause for forty five times. Take for instance, Donald Trump repeats the word *Obamacare* to emphasize that Obamacare is a useless thing and needs to be repealed. Another example is when he tries to emphasize that Obama is a negative force. He

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wants to make the audience agree that Obama is a negative force for the country so he uses pseudo pause to repeat and stress the words *negative force.*

5. Visual Aids

Visual cues are used to help the audience understand and remember some key point of the presentation (Nikitina, 2011). On the other hand, Nikitina (2011) argued that if the speaker's goal is to motivate, empower or persuade the audience to take action, the speaker might not need to use visual aid. However, Donald Trump uses the lectern as the visual aid to display his last name, official website, and campaign slogan. In pronouncing his participation as a president candidate in presidential election in 2016, Donald Trump has a compelling campaign slogan which is *Make America Great Again.* This slogan is used to clearly show his aims and to make his campaign memorable and successful. To make the slogan become acknowledgeable, the slogan is often mentioned during the speech and also displayed at the lectern.

Figure 4.7. Visual aids (21' 47")

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He also shows a financial statement in a piece of paper to prove the audience that he has big amount of money. Although the financial statement is too small to be seen by the audience, it still can be an authorized evidence of his total net worth.

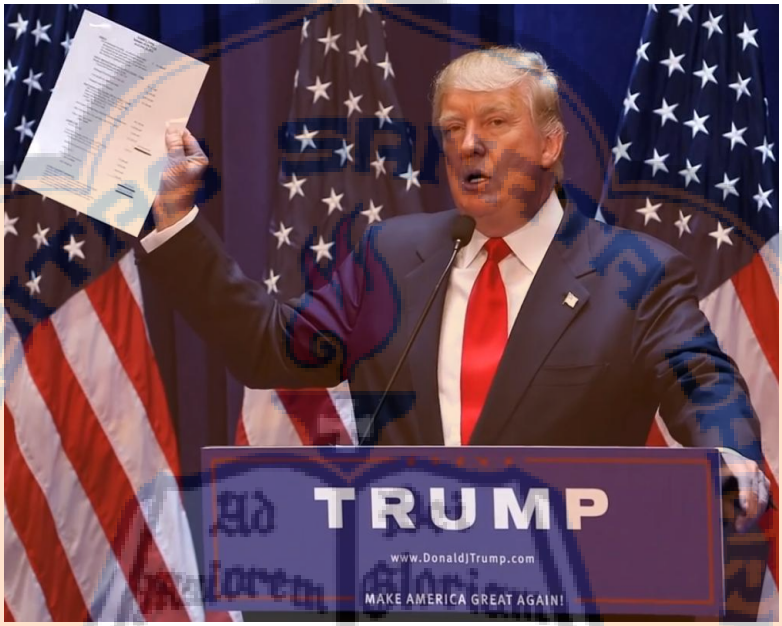

Figure 4.8. Showing a financial statement (40' 45")

From the discussion of speech delivery used by Donald Trump in delivering his presidential candidacy announcement speech, it can be concluded that he uses some successful speech components to create an effective speech. He uses story telling in his speech for 42%. It helps his speech become more memorable to the audience. He manages his posture well during the speech. However, he moves his right hand too much and often grips the lectern from the middle to the end of the speech. Tone of voice which consists of pace, pitch, and volume are produced effectively by Donald Trump during the speech. He also uses all types of pauses in his speech. It helps him maintain his pace, emphasize certain important words, make

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his speech more natural, and give the audience time to absorb some important information in the speech. He also provides his last name, official website, and campaign slogan in front of the lectern as the simple visual aids.

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CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter is divided into two parts. The first part will be the conclusions. In the conclusion, the researcher will explain the finding on the research questions which are about the rhetorical proofs and the speech delivery style used by Donald Trump in his presidential candidacy announcement speech. The second part will be the recommendation. The recommendation parts will explain the benefit of this research for future research and speaking teachers or lecturers.

A. Conclusions

The research is conducted in order to find out about what rhetorical proofs used by Donald Trump and how he delivers his speech to attain an effective speech. This research is focused on analyzing Donald Trump's presidential candidacy announcement speech on June 16, 2015 in Trump's tower, New York. The researcher uses Aristotle's theory of rhetoric to find out what rhetorical proofs used by Donald Trump. To find out about the effectiveness of speech delivery style performed by Donald Trump, the researcher uses Nikitina's theory of speech delivery.

According to Aristotle's rhetorical theory, there are three types of rhetorical proofs. The first rhetorical proof is logical proof (*logos*). In Donald Trump's presidential speech, Donald Trump uses *logos* to proof that his statements are based

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on fact. The second proof is ethical proof (*ethos*). Donald Trump uses *ethos* to show the audience that he is a credible, intelligent, and benevolent president candidate. The next proof is emotional proof (*pathos*). *Pathos* is used when Donald Trump tries to evoke the emotions he expresses during the speech.

According to the analysis conducted by the researcher, it is found that Donald Trump uses all types of proofs in his presidential candidacy announcement speech. *Pathos* is the most dominant proof appears in his speech. It appears for 210 times. It is about 54% of the speech is emotional proof. There are 8 different emotions in *pathos.* The most frequently evoked emotion by Donald Trump is hatred. The percentage of hatred which is evoked by Donald Trump during the speech is 41%. It is followed by anger, fear, admiration, envy, mildness, confidence, and the least is friendship.

In the second place, there is e*thos* which is used for 32% in the speech. The most dominant type of ethos to be appeared during the speech is perceived intelligence which is used for 17.6% in the speech. In the third place, there is *logos.* Only 14% from the total of the speech *is logos.* The most dominantly used type of logo is example. Example is used for 9.9% during the speech.

The researcher found that Donald Trump tries to make the speech effective by doing things such as using storytelling in some parts of the speech, appropriate tone of voice, body language, pauses, and proper visual aids. The first attempt to make the speech effective is that Donald Trump uses storytelling in some appropriate parts in his speech which makes his speech more interesting for the audience. The second is

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properly using body language. Posture and body movement are the thing to be analyzed to observe the speaker's body language during the speech. The researcher found that Donald Trump has proper body language, standing steadily and using hand movement appropriately, which helps him emphasize the *ethos* that he tries to establish.

The third is producing proper tone of voice. Donald Trump produces proper tone of voice during the speech. It means that he produces effective pace, pitch, and volume. Donald Trump tends to speak in high volume during the speech. In the other hand, Nikitina argues that a speaker should not use high volume. However, since Donald Trump often expresses anger in his speech, using high volume is suitable. The forth is using appropriate pauses. There are four types of pauses and all the types are used by Donald Trump during the speech. Short pause is used to maintain his speech pace and spontaneity pause to makes his speech sound natural. To allow the audience absorbs the important information, he uses long pauses to give the audience time to understand the message. Donald also uses pseudo pauses to repeat some important words in his speech in order to emphasize them.

The last is providing visual aids. Since the speech is for persuading the audience, visual cues are not necessarily needed. However, Donald Trump uses the lectern and a piece of financial statement as the visual aid. The lectern is used for displaying his last name, official website, and campaign slogan. Not only by mentioning the campaign slogan during the speech, he also put the slogan in front of

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the lectern make it familiar among the audience. The display is also effective to help the campaign become more memorable and successful.

B. Recommendations

Regarding the rhetorical analysis of Donald Trump's presidential candidacy announcement speech, the researcher suggests the future researchers conduct researchers on the same topic or the same subject. The future researcher who uses the same subject can analyze the similar topic such as rhetorical devices in future research. The researcher does not analyze the rhetorical devices because she limits her research on rhetorical proofs and speech delivery style. The future researchers who use the same topic about rhetorical proofs are allowed to use the same or different source and theory.

The researcher recommends that speaking teachers or lecturers use rhetorical proofs as the guidance in teaching speaking classes. By introducing rhetorical proofs as the guidance to establish a good persuasive speech, it can help the students to create effective reasoning for supporting their statements in creating persuasive speech or doing a debate. Moreover, explaining about the effective style of speech delivery in a speaking class is very crucial in order to help the students perform successful speeches. The result of the speech delivery of Donald Trump in his presidential candidacy announcement speech can be an example of effective speech delivery when the students are emphasizing their speech on evoking certain emotions.

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APPENDIX A

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Appendix A: Donald Trump's presidential candidacy announcement speech

Wow. Whoa. That is some group of people. Thousands.

So nice, thank you very much. That's really nice. Thank you. It's great to be at Trump Tower. It's great to be in a wonderful city, New York. And it's an honor to have everybody here. This is beyond anybody's expectations. There's been no crowd like this.

And, I can tell, some of the candidates, they went in. They didn't know the air-conditioner didn't work. They sweated like dogs.

They didn't know the room was too big, because they didn't have anybody there. How are they going to beat ISIS? I don't think it's gonna happen.

Our country is in serious trouble. We don't have victories anymore. We used to have victories, but we don't have them. When was the last time anybody saw us beating, let's say, China in a trade deal? They kill us. I beat China all the time. All the time.

When did we beat Japan at anything? They send their cars over by the millions, and what do we do? When was the last time you saw a Chevrolet in Tokyo? It doesn't exist, folks. They beat us all the time.

When do we beat Mexico at the border? They're laughing at us, at our stupidity. And now they are beating us economically. They are not our friend, believe me. But they're killing us economically.

The U.S. has become a dumping ground for everybody else's problems.

Thank you. It's true, and these are the best and the finest. When Mexico sends its people, they're not sending their best. They're not sending you. They're not sending you. They're sending people that have lots of problems, and they're bringing those problems with us. They're bringing drugs. They're bringing crime. They're rapists. And some, I assume, are good people.

But I speak to border guards and they tell us what we're getting. And it only makes common sense. It only makes common sense. They're sending us not the right people.

It's coming from more than Mexico. It's coming from all over South and Latin America, and it's coming probably— probably— from the Middle East. But we don't know. Because we have no protection and we have no competence, we don't know what's happening. And it's got to stop and it's got to stop fast.

Islamic terrorism is eating up large portions of the Middle East. They've become rich. I'm in competition with them.

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They just built a hotel in Syria. Can you believe this? They built a hotel. When I have to build a hotel, I pay interest. They don't have to pay interest, because they took the oil that, when we left Iraq, I said we should've taken.

So now ISIS has the oil, and what they don't have, Iran has. And in 19— and I will tell you this, and I said it very strongly, years ago, I said— and I love the military, and I want to have the strongest military that we've ever had, and we need it more now than ever. But I said, "Don't hit Iraq," because you're going to totally destabilize the Middle East. Iran is going to take over the Middle East, Iran and somebody else will get the oil, and it turned out that Iran is now taking over Iraq. Think of it. Iran is taking over Iraq, and they're taking it over big league.

We spent $2 trillion in Iraq, $2 trillion. We lost thousands of lives, thousands in Iraq. We have wounded soldiers, who I love, I love — they're great — all over the place, thousands and thousands of wounded soldiers.

And we have nothing. We can't even go there. We have nothing. And every time we give Iraq equipment, the first time a bullet goes off in the air, they leave it.

Last week, I read 2,300 Humvees— these are big vehicles— were left behind for the enemy. 2,000? You would say maybe two, maybe four? 2,300 sophisticated vehicles, they ran, and the enemy took them.

Last quarter, it was just announced our gross domestic product— a sign of strength, right? But not for us. It was below zero. Whoever heard of this? It's never below zero.

Our labor participation rate was the worst since 1978. But think of it, GDP below zero, horrible labor participation rate.

And our real unemployment is anywhere from 18 to 20 percent. Don't believe the 5.6. Don't believe it.

That's right. A lot of people up there can't get jobs. They can't get jobs, because there are no jobs, because China has our jobs and Mexico has our jobs. They all have jobs.

But the real number, the real number is anywhere from 18 to 19 and maybe even 21 percent, and nobody talks about it, because it's a statistic that's full of nonsense.

Our enemies are getting stronger and stronger by the way, and we as a country are getting weaker. Even our nuclear arsenal doesn't work.

It came out recently they have equipment that is 30 years old. They don't know if it worked. And I thought it was horrible when it was broadcast on television, because boy, does that send signals to Putin and all of the other people that look at us and they say, "That is a

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group of people, and that is a nation that truly has no clue. They don't know what they're doing. They don't know what they're doing."

We have a disaster called the big lie: Obamacare. Obamacare.

Yesterday, it came out that costs are going for people up 29, 39, 49, and even 55 percent, and deductibles are through the roof. You have to be hit by a tractor, literally, a tractor, to use it, because the deductibles are so high, it's virtually useless. It's virtually useless. It is a disaster.

And remember the $5 billion website? $5 billion we spent on a website, and to this day it doesn't work. A $5 billion website.

I have so many websites, I have them all over the place. I hire people, they do a website. It costs me $3. $5 billion website.

Well, you need somebody, because politicians are all talk, no action. Nothing's gonna get done. They will not bring us— believe me— to the promised land. They will not.

As an example, I've been on the circuit making speeches, and I hear my fellow Republicans. And they're wonderful people. I like them. They all want me to support them. They don't know how to bring it about. They come up to my office. I'm meeting with three of them in the next week. And they don't know— "Are you running? Are you not running? Could we have your support? What do we do? How do we do it?"

I like them. And I hear their speeches. And they don't talk jobs and they don't talk China. When was the last time you heard China is killing us? They're devaluing their currency to a level that you wouldn't believe. It makes it impossible for our companies to compete, impossible. They're killing us.

But you don't hear that from anybody else. You don't hear it from anybody else. And I watch the speeches.

I watch the speeches of these people, and they say the sun will rise, the moon will set, all sorts of wonderful things will happen. And people are saying, "What's going on? I just want a job. Just get me a job. I don't need the rhetoric. I want a job."

And that's what's happening. And it's going to get worse, because remember, Obamacare really kicks in in '16, 2016. Obama is going to be out playing golf. He might be on one of my courses. I would invite him, I actually would say. I have the best courses in the world, so I'd say, you what, if he wants to— I have one right next to the White House, right on the Potomac. If he'd like to play, that's fine.

In fact, I'd love him to leave early and play, that would be a very good thing.

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But Obamacare kicks in in 2016. Really big league. It is going to be amazingly destructive. Doctors are quitting. I have a friend who's a doctor, and he said to me the other day, "Donald, I never saw anything like it. I have more accountants than I have nurses. It's a disaster. My patients are beside themselves. They had a plan that was good. They have no plan now."

We have to repeal Obamacare, and it can be— and— and it can be replaced with something much better for everybody. Let it be for everybody. But much better and much less expensive for people and for the government. And we can do it.

So I've watched the politicians. I've dealt with them all my life. If you can't make a good deal with a politician, then there's something wrong with you. You're certainly not very good. And that's what we have representing us. They will never make America great again. They don't even have a chance. They're controlled fully— they're controlled fully by the lobbyists, by the donors, and by the special interests, fully.

Yes, they control them. Hey, I have lobbyists. I have to tell you. I have lobbyists that can produce anything for me. They're great. But you know what? it won't happen. It won't happen. Because we have to stop doing things for some people, but for this country, it's destroying our country. We have to stop, and it has to stop now.

Now, our country needs— our country needs a truly great leader, and we need a truly great leader now. We need a leader that wrote "The Art of the Deal."

We need a leader that can bring back our jobs, can bring back our manufacturing, can bring back our military, can take care of our vets. Our vets have been abandoned.

And we also need a cheerleader.

You know, when President Obama was elected, I said, "Well, the one thing, I think he'll do well. I think he'll be a great cheerleader for the country. I think he'd be a great spirit."

He was vibrant. He was young. I really thought that he would be a great cheerleader.

He's not a leader. That's true. You're right about that.

But he wasn't a cheerleader. He's actually a negative force. He's been a negative force. He wasn't a cheerleader; he was the opposite.

We need somebody that can take the brand of the United States and make it great again. It's not great again.

We need— we need somebody— we need somebody that literally will take this country and make it great again. We can do that.

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And, I will tell you, I love my life. I have a wonderful family. They're saying, "Dad, you're going to do something that's going to be so tough."

You know, all of my life, I've heard that a truly successful person, a really, really successful person and even modestly successful cannot run for public office. Just can't happen. And yet that's the kind of mindset that you need to make this country great again.

So ladies and gentlemen…I am officially running… for president of the United States, and we are going to make our country great again.

It can happen. Our country has tremendous potential. We have tremendous people.

We have people that aren't working. We have people that have no incentive to work. But they're going to have incentive to work, because the greatest social program is a job. And they'll be proud, and they'll love it, and they'll make much more than they would've ever made, and they'll be— they'll be doing so well, and we're going to be thriving as a country, thriving. It can happen.

I will be the greatest jobs president that God ever created. I tell you that.

I'll bring back our jobs from China, from Mexico, from Japan, from so many places. I'll bring back our jobs, and I'll bring back our money.

Right now, think of this: We owe China $1.3 trillion. We owe Japan more than that. So they come in, they take our jobs, they take our money, and then they loan us back the money, and we pay them in interest, and then the dollar goes up so their deal's even better.

How stupid are our leaders? How stupid are these politicians to allow this to happen? How stupid are they?

I'm going to tell you— thank you. I'm going to tell you a couple of stories about trade, because I'm totally against the trade bill for a number of reasons.

Number one, the people negotiating don't have a clue. Our president doesn't have a clue. He's a bad negotiator.

He's the one that did Bergdahl. We get Bergdahl, they get five killer terrorists that everybody wanted over there.

We get Bergdahl. We get a traitor. We get a no-good traitor, and they get the five people that they wanted for years, and those people are now back on the battlefield trying to kill us. That's the negotiator we have.

Take a look at the deal he's making with Iran. He makes that deal, Israel maybe won't exist very long. It's a disaster, and we have to protect Israel. But…

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So we need people— I'm a free trader. But the problem with free trade is you need really talented people to negotiate for you. If you don't have talented people, if you don't have great leadership, if you don't have people that know business, not just a political hack that got the job because he made a contribution to a campaign, which is the way all jobs, just about, are gotten, free trade terrible.

Free trade can be wonderful if you have smart people, but we have people that are stupid. We have people that aren't smart. And we have people that are controlled by special interests. And it's just not going to work.

So, here's a couple of stories happened recently. A friend of mine is a great manufacturer. And, you know, China comes over and they dump all their stuff, and I buy it. I buy it, because, frankly, I have an obligation to buy it, because they devalue their currency so brilliantly, they just did it recently, and nobody thought they could do it again.

But with all our problems with Russia, with all our problems with everything— everything, they got away with it again. And it's impossible for our people here to compete.

So I want to tell you this story. A friend of mine who's a great manufacturer, calls me up a few weeks ago. He's very upset. I said, "What's your problem?"

He said, "You know, I make great product."

And I said, "I know. I know that because I buy the product."

He said, "I can't get it into China. They won't accept it. I sent a boat over and they actually sent it back. They talked about environmental, they talked about all sorts of crap that had nothing to do with it."

I said, "Oh, wait a minute, that's terrible. Does anyone know this?"

He said, "Yeah, they do it all the time with other people."

I said, "They send it back?"

"Yeah. So I finally got it over there and they charged me a big tariff. They're not supposed to be doing that. I told them."

Now, they do charge you tariff on trucks, when we send trucks and other things over there.

Ask Boeing. They wanted Boeing's secrets. They wanted their patents and all their secrets before they agreed to buy planes from Boeing.

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Hey, I'm not saying they're stupid. I like China. I sell apartments for— I just sold an apartment for $15 million to somebody from China. Am I supposed to dislike them? I own a big chunk of the Bank of America Building at 1290 Avenue of the Americas, that I got from China in a war. Very valuable.

I love China. The biggest bank in the world is from China. You know where their United States headquarters is located? In this building, in Trump Tower. I love China. People say, "Oh, you don't like China?"

No, I love them. But their leaders are much smarter than our leaders, and we can't sustain ourself with that. There's too much— it's like— it's like take the New England Patriots and Tom Brady and have them play your high school football team. That's the difference between China's leaders and our leaders.

They are ripping us. We are rebuilding China. We're rebuilding many countries. China, you go there now, roads, bridges, schools, you never saw anything like it. They have bridges that make the George Washington Bridge look like small potatoes. And they're all over the place.

We have all the cards, but we don't know how to use them. We don't even know that we have the cards, because our leaders don't understand the game. We could turn off that spigot by charging them tax until they behave properly.

Now they're going militarily. They're building a military island in the middle of the South China sea. A military island. Now, our country could never do that because we'd have to get environmental clearance, and the environmentalist wouldn't let our country— we would never build in an ocean. They built it in about one year, this massive military port.

They're building up their military to a point that is very scary. You have a problem with ISIS. You have a bigger problem with China.

And, in my opinion, the new China, believe it or not, in terms of trade, is Mexico.

So this man tells me about the manufacturing. I say, "That's a terrible story. I hate to hear it."

But I have another one, Ford.

So Mexico takes a company, a car company that was going to build in Tennessee, rips it out. Everybody thought the deal was dead. Reported it in the Wall Street Journal recently. Everybody thought it was a done deal. It's going in and that's going to be it, going into Tennessee. Great state, great people.

All of a sudden, at the last moment, this big car manufacturer, foreign, announces they're not going to Tennessee. They're gonna spend their $1 billion in Mexico instead. Not good.

Now, Ford announces a few weeks ago that Ford is going to build a $2.5 billion car and truck and parts manufacturing plant in Mexico. $2.5 billion, it's going to be one of the largest in the world. Ford. Good company.

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So I announced that I'm running for president. I would…

… one of the early things I would do, probably before I even got in— and I wouldn't even use— you know, I have— I know the smartest negotiators in the world. I know the good ones. I know the bad ones. I know the overrated ones.

You get a lot of them that are overrated. They're not good. They think they are. They get good stories, because the newspapers get buffaloed. But they're not good.

But I know the negotiators in the world, and I put them one for each country. Believe me, folks. We will do very, very well, very, very well.

But I wouldn't even waste my time with this one. I would call up the head of Ford, who I know. If I was president, I'd say, "Congratulations. I understand that you're building a nice $2.5 billion car factory in Mexico and that you're going to take your cars and sell them to the United States zero tax, just flow them across the border."

And you say to yourself, "How does that help us," right? "How does that help us? Where is that good"? It's not.

So I would say, "Congratulations. That's the good news. Let me give you the bad news. Every car and every truck and every part manufactured in this plant that comes across the border, we're going to charge you a 35-percent tax, and that tax is going to be paid simultaneously with the transaction, and that's it.

Now, here's what is going to happen. If it's not me in the position, it's one of these politicians that we're running against, you know, the 400 people that we're (inaudible). And here's what's going to happen. They're not so stupid. They know it's not a good thing, and they may even be upset by it. But then they're going to get a call from the donors or probably from the lobbyist for Ford and say, "You can't do that to Ford, because Ford takes care of me and I take care of you, and you can't do that to Ford."

And guess what? No problem. They're going to build in Mexico. They're going to take away thousands of jobs. It's very bad for us.

So under President Trump, here's what would happen:

The head of Ford will call me back, I would say within an hour after I told them the bad news. But it could be he'd want to be cool, and he'll wait until the next day. You know, they want to be a little cool.

And he'll say, "Please, please, please." He'll beg for a little while, and I'll say, "No interest." Then he'll call all sorts of political people, and I'll say, "Sorry, fellas. No interest," because I don't need anybody's money. It's nice. I don't need anybody's money.

I'm using my own money. I'm not using the lobbyists. I'm not using donors. I don't care. I'm really rich. I (inaudible).

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And by the way, I'm not even saying that's the kind of mindset, that's the kind of thinking you need for this country.

So— because we got to make the country rich.

It sounds crass. Somebody said, "Oh, that's crass." It's not crass.

We got $18 trillion in debt. We got nothing but problems.

We got a military that needs equipment all over the place. We got nuclear weapons that are obsolete.

We've got nothing. We've got Social Security that's going to be destroyed if somebody like me doesn't bring money into the country. All these other people want to cut the hell out of it. I'm not going to cut it at all; I'm going to bring money in, and we're going to save it.

But here's what's going to happen:

After I'm called by 30 friends of mine who contributed to different campaigns, after I'm called by all of the special interests and by the— the donors and by the lobbyists— and they have zero chance at convincing me, zero— I'll get a call the next day from the head of Ford. He'll say. "Please reconsider," I'll say no.

He'll say, "Mr. President, we've decided to move the plant back to the United States, and we're not going to build it in Mexico." That's it. They have no choice. They have no choice.

There are hundreds of things like that. I'll give you another example.

Saudi Arabia, they make $1 billion a day. $1 billion a day. I love the Saudis. Many are in this building. They make a billion dollars a day. Whenever they have problems, we send over the ships. We say "we're gonna protect." What are we doing? They've got nothing but money.

If the right person asked them, they'd pay a fortune. They wouldn't be there except for us.

And believe me, you look at the border with Yemen. You remember Obama a year ago, Yemen was a great victory. Two weeks later, the place was blown up. Everybody got out— and they kept our equipment.

They always keep our equipment. We ought to send used equipment, right? They always keep our equipment. We ought to send some real junk, because, frankly, it would be— we ought to send our surplus. We're always losing this gorgeous brand-new stuff.

But look at that border with Saudi Arabia. Do you really think that these people are interested in Yemen? Saudi Arabia without us is gone. They're gone.

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And I'm the one that made all of the right predictions about Iraq. You know, all of these politicians that I'm running against now— it's so nice to say I'm running as opposed to if I run, if I run. I'm running.

But all of these politicians that I'm running against now, they're trying to disassociate. I mean, you looked at Bush, it took him five days to answer the question on Iraq. He couldn't answer the question. He didn't know. I said, "Is he intelligent?"

Then I looked at Rubio. He was unable to answer the question, is Iraq a good thing or bad thing? He didn't know. He couldn't answer the question.

How are these people gonna lead us? How are we gonna— how are we gonna go back and make it great again? We can't. They don't have a clue. They can't lead us. They can't. They can't even answer simple questions. It was terrible.

But Saudi Arabia is in big, big trouble. Now, thanks to fracking and other things, the oil is all over the place. And I used to say it, there are ships at sea, and this was during the worst crisis, that were loaded up with oil, and the cartel kept the price up, because, again, they were smarter than our leaders. They were smarter than our leaders.

There is so much wealth out there that can make our country so rich again, and therefore make it great again. Because we need money. We're dying. We're dying. We need money. We have to do it. And we need the right people.

So Ford will come back. They'll all come back. And I will say this, this is going to be an election, in my opinion, that's based on competence.

Somebody said — thank you, darlin'.

Somebody said to me the other day, a reporter, a very nice reporter, "But, Mr. Trump, you're not a nice person."

That's true. But actually I am. I think I am a nice person. People that know me, like me. Does my family like me? I think so, right. Look at my family. I'm proud of my family.

By the way, speaking of my family, Melania, Barron, Kai, Donnie, Don, Vanessa, Tiffany, Evanka did a great job. Did she do a great job?

Great. Jared, Laura and Eric, I'm very proud of my family. They're a great family.

So the reporter said to me the other day, "But, Mr. Trump, you're not a nice person. How can you get people to vote for you?"

I said, "I don't know." I said, "I think that number one, I am a nice person. I give a lot of money away to charities and other things. I think I'm actually a very nice person."

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But, I said, “This is going to be an election that’s based on competence, because people are tired of these nice people. And they’re tired of being ripped off by everybody in the world. And they’re tired of spending more money on education than any nation in the world per capita, than any nation in the world, and we are 26th in the world, 25 countries are better than us in education. And some of them are like third world countries. But we’re becoming a third word country, because of our infrastructure, our airports, our roads, everything. So one of the things I did, and I said, you know what I’ll do. I’ll do it. Because a lot of people said, “He’ll never run. Number one, he won’t want to give up his lifestyle.”

They’re right about that, but I’m doing it.

Number two, I’m a private company, so nobody knows what I’m worth. And the one thing is that when you run, you have to announce and certify to all sorts of governmental authorities your net worth.

So I said, “That’s OK.” I’m proud of my net worth. I’ve done an amazing job.

I started off— thank you— I started off in a small office with my father in Brooklyn and Queens, and my father said — and I love my father. I learned so much. He was a great negotiator. I learned so much just sitting at his feet playing with blocks listening to him negotiate with subcontractors. But I learned a lot.

But he used to say, “Donald, don’t go into Manhattan. That’s the big leagues. We don’t know anything about that. Don’t do it.”

I said, “I gotta go into Manhattan. I gotta build those big buildings. I gotta do it, Dad. I’ve gotta do it.”

And after four or five years in Brooklyn, I ventured into Manhattan and did a lot of great deals— the Grand Hyatt Hotel. I was responsible for the convention center on the west side. I did a lot of great deals, and I did them early and young. And now I’m building all over the world, and I love what I’m doing.

But they all said, a lot of the pundits on television, “Well, Donald will never run, and one of the main reasons is he’s private and he’s probably not as successful as everybody thinks.”

So I said to myself, you know, nobody’s ever going to know unless I run, because I’m really proud of my success. I really am.

I’ve employed— I’ve employed tens of thousands of people over my lifetime. That means medical. That means education. That means everything.

So a large accounting firm and my accountants have been working for months, because it’s big and complex, and they’ve put together a statement, a financial statement, just

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a summary. But everything will be filed eventually with the government, and we don't [use] extensions or anything. We'll be filing it right on time. We don't need anything.

And it was even reported incorrectly yesterday, because they said, "He had assets of $9 billion." So I said, "No, that's the wrong number. That's the wrong number. Not assets."

So they put together this. And before I say it, I have to say this. I made it the old-fashioned way. It's real estate. You know, it's real estate.

It's labor, and it's unions good and some bad and lots of people that aren't in unions, and it's all over the place and building all over the world.

And I have assets— big accounting firm, one of the most highly respected— 9 billion 240 million dollars.

And I have liabilities of about $500 million. That's long-term debt, very low interest rates.

In fact, one of the big banks came to me and said, "Donald, you don't have enough borrowings. Could we loan you $4 billion"? I said, "I don't need it. I don't want it. And I've been there. I don't want it."

But in two seconds, they give me whatever I wanted. So I have a total net worth, and now with the increase, it'll be well-over $10 billion. But here, a total net worth of—net worth, not assets, not— a net worth, after all debt, after all expenses, the greatest assets— Trump Tower, 1290 Avenue of the Americas, Bank of America building in San Francisco, 40 Wall Street, sometimes referred to as the Trump building right opposite the New York— many other places all over the world.

So the total is $8,737,540,00.

Now I'm not doing that…

I'm not doing that to brag, because you know what? I don't have to brag. I don't have to, believe it or not.

I'm doing that to say that that's the kind of thinking our country needs. We need that thinking. We have the opposite thinking.

We have losers. We have losers. We have people that don't have it. We have people that are morally corrupt. We have people that are selling this country down the drain.

So I put together this statement, and the only reason I'm telling you about it today is because we really do have to get going, because if we have another three or four years— you know, we're at $8 trillion now. We're soon going to be at $20 trillion.

According to the economists— who I'm not big believers in, but, nevertheless, this is what they're saying— that $24 trillion— we're very close— that's the point of no return. $24 trillion. We will be there soon. That's when we become Greece. That's when we become a country that's unsalvageable. And we're gonna be there very soon. We're gonna be there very soon.

So, just to sum up, I would do various things very quickly. I would repeal and replace the big lie, Obamacare.

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I would build a great wall, and nobody builds walls better than me, believe me, and I'll build them very inexpensively, I will build a great, great wall on our southern border. And I will have Mexico pay for that wall.

Mark my words.

Nobody would be tougher on ISIS than Donald Trump. Nobody.

I will find — within our military, I will find the General Patton or I will find General MacArthur, I will find the right guy. I will find the guy that's going to take that military and make it really work. Nobody, nobody will be pushing us around.

I will stop Iran from getting nuclear weapons. And we won't be using a man like Secretary Kerry that has absolutely no concept of negotiation, who's making a horrible and laughable deal, who's just being tapped along as they make weapons right now, and then goes into a bicycle race at 72 years old, and falls and breaks his leg. I won't be doing that. And I promise I will never be in a bicycle race. That I can tell you.

I will immediately terminate President Obama's illegal executive order on immigration, immediately.

Fully support and back up the Second Amendment.

Now, it's very interesting. Today I heard it. Through stupidity, in a very, very hard core prison, interestingly named Clinton, two vicious murderers, two vicious people escaped, and nobody knows where they are. And a woman was on television this morning, and she said, "You know, Mr. Trump," and she was telling other people, and I actually called her, and she said, "You know, Mr. Trump, I always was against guns. I didn't want guns. And now since this happened"— it's up in the prison area— "my husband and I are finally in agreement, because he wanted the guns. We now have a gun on every table. We're ready to start shooting."

I said, "Very interesting."

So protect the Second Amendment.

End— end Common Core. Common Core should— it is a disaster. Bush is totally in favor of Common Core. I don't see how he can possibly get the nomination. He's weak on immigration. He's in favor of Common Core. How the hell can you vote for this guy? You just can't do it. We have to end education has to be local.

Rebuild the country's infrastructure.

Nobody can do that like me. Believe me. It will be done on time, on budget, way below cost, way below what anyone ever thought.

I look at the roads being built all over the country, and I say I can build those things for one-third. What they do is unbelievable, how bad.

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You know, we're building on Pennsylvania Avenue, the Old Post Office, we're converting it into one of the world's great hotels. It's gonna be the best hotel in Washington, D.C. We got it from the General Services Administration in Washington. The Obama administration. We got it. It was the most highly sought after— or one of them, but I think the most highly sought after project in the history of General Services. We got it. People were shocked, Trump got it.

Well, I got it for two reasons. Number one, we're really good. Number two, we had a really good plan. And I'll add in the third, we had a great financial statement. Because the General Services, who are terrific people, by the way, and talented people, they wanted to do a great job. And they wanted to make sure it got built.

So we have to rebuild our infrastructure, our bridges, our roadways, our airports. You come into La Guardia Airport, it's like we're in a third world country. You look at the patches and the 40-year-old floor. They throw down asphalt, and they throw.

You look at these airports, we are like a third world country. And I come in from China and I come in from Qatar and I come in from different places, and they have the most incredible airports in the world. You come to back to this country and you have LAX, disaster. You have all of these disastrous airports. We have to rebuild our infrastructure.

Save Medicare, Medicaid and Social Security without cuts. Have to do it.

Get rid of the fraud. Get rid of the waste and abuse, but save it. People have been paying it for years. And now many of these candidates want to cut it. You save it by making the United States, by making us rich again, by taking back all of the money that's being lost.

Renegotiate our foreign trade deals.

Reduce our $18 trillion in debt, because, believe me, we're in a bubble. We have artificially low interest rates. We have a stock market that, frankly, has been good to me, but I still hate to see what's happening. We have a stock market that is so bloated.

Be careful of a bubble because what you've seen in the past might be small potatoes compared to what happens. So be very, very careful.

And strengthen our military and take care of our vets. So, so important.

Sadly, the American dream is dead.

But if I get elected president I will bring it back bigger and better and stronger than ever before, and we will make America great again.

Thank you. Thank you very much.

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APPENDIX B

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Appendix B: Rhetorical proofs checklist

En	: Enthymeme	G	: Goodwill	H	: Hatred	E	: Envy
Ex	: Example	A	: Anger	Fe	: Fear		
PI	: Perceived Intelligence	M	: Mildness/calmness	C	: Confidence		
VC	: Virtuous Character	F	: Friendship	Ad	: Admiration		

NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad	E	
1	That is some group of people. Thousands.					2x									Donald Trump greets and pays attribute to the audience. To his amazement, the audience expresses their lively moods towards Donald Trump.
2	So nice, thank you very much. That's really nice. Thank you. It's great to be at Trump Tower. It's great to be in a wonderful city, New York. And it's an honor to have everybody here. This is beyond anybody's expectations. There's been no crowd like this.					7x									
3	And, I can tell, some of the candidates, they went in. They didn't know the air-conditioner didn't work. They sweated like dogs									3x					Donald trump expresses his hatred towards others presidential candidates because he wonders how other candidates are able to beat ISIS if they cannot manage their own condition well.
4	They didn't know the room was too big, because they didn't have anybody there. How are they going to beat ISIS? I don't think it's gonna happen.									2x					
5	Our country is in serious trouble. We don't have victories anymore. We used to have victories, but we don't have them. When was the last time anybody saw us beating, let's say, China in a trade deal? They kill us. I beat China all the time. All the time.			1x			5x								Donald Trump arouses anger to the audience because his country is no t as great as before and often beaten by China Donald trump shows his

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NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	**Ex**	**PI**	**VC**	**G**	**A**	**M**	**F**	**H**	**Fe**	**C**	**Ad**	**E**	
															ability in beating china while doing some businesses.
6	When did we beat Japan at anything? They send their cars over by the millions, and what do we do? When was the last time you saw a Chevrolet in Tokyo? It doesn't exist, folks. They beat us all the time.									5x					Donald trump evoke hatred because Japan is more excellent in exporting their transportation than US.
7	When do we beat Mexico at the border? They're laughing at us, at our stupidity. And now they are beating us economically. They are not our friend, believe me. But they're killing us economically.						5x								Donald Trump shows his anger because he feels that his country is beaten bby Mexico.
8	The U.S. has become a dumping ground for everybody else's problems.						1x								Donald Trump arouses his anger because he thinks that his county becomes a dumping ground for other countries' problem.
9	Thank you. It's true, and these are the best and the finest. When Mexico sends its people, they're not sending their best. They're not sending you. They're not sending you. They're sending people that have lots of problems, and they're bringing those problems with us. They're bringing drugs. They're bringing crime. They're rapists. And some, I assume, are good people.					4x			1x	7x					Good will: Donald Trump shows his goodwill by thanking the audience who gives comment and agreeing the comment. He also express his goodwill by telling that the audience that they are the best people. Hatred: Donald Trump evoke his hatred towards Mexico because Mexico often sends problematic

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NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	**Ex**	**PI**	**VC**	**G**	**A**	**M**	**F**	**H**	**Fe**	**C**	**Ad**	**E**	
															people to US. Friendliness: Donald Trump neutralizes his hatred by saying that there are some good Mexicans out there.
10	But I speak to border guards and they tell us what we're getting. And it only makes common sense. It only makes common sense. They're sending us not the right people.				3x										Donald trump shows his good character by telling his good intention when asking to the border guard about characteristic of people Mexico sends to US.
11	It's coming from more than Mexico. It's coming from all over South and Latin America, and it's coming probably— probably— from the Middle East. But we don't know. Because we have no protection and we have no competence, we don't know what's happening. And it's got to stop and it's got to stop fast.				1x						3x				Donald Trump shows his fear because of his ignorance about what kind of problems and where they will come. Donald Trump shows his good intention by telling the audience that those problems from Mexico should be stopped.
12	Islamic terrorism is eating up large portions of the Middle East. They've become rich. I'm in competition with them.			1x						2x					Donald Trump evokes his hatred to what had been done by the terrorists. Donlad Trump also shows his capability by telling that he is competing in businesses with the

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NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	**Ex**	**PI**	**VC**	**G**	**A**	**M**	**F**	**H**	**Fe**	**C**	**Ad**	**E**	
															terrorist from the Middle East
13	They just built a hotel in Syria. Can you believe this? They built a hotel. When I have to build a hotel, I pay interest. They don't have to pay interest, because they took the oil that, when we left Iraq, I said we should've taken.	2x												3x	Donald Trump explains about interest system by using enthymeme which conclusion is he has t pay the interest. Donald Trump also shows his envy towards the terrorists because they can build a hotel.
14	So now ISIS has the oil, and what they don't have, Iran has. And in 19— and I will tell you this, and I said it very strongly, years ago, I said— and I love the military, and I want to have the strongest military that we've ever had, and we need it more now than ever. But I said, "Don't hit Iraq," because you're going to totally destabilize the Middle East. Iran is going to take over the Middle East, Iran and somebody else will get the oil, and it turned out that Iran is now taking over Iraq. Think of it. Iran is taking over Iraq, and they're taking it over big league.				5x										Donald Trump shows his good motive by telling the audience that he had suggested to not blow Iraq which affect the stability in Middle East.
15	We spent $2 trillion in Iraq, $2 trillion. We lost thousands of lives, thousands in Iraq. We have wounded soldiers, who I love, I love — they're great — all over the place, thousands and thousands of wounded soldiers.						2x						1x		Anger: Donald Trump arouses anger towards the leader in his country because they had wasted much money and many lives in Iraq. Admire: Donald Trump evokes admiration towards

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NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	**Ex**	**PI**	**VC**	**G**	**A**	**M**	**F**	**H**	**Fe**	**C**	**Ad**	**E**	
															the wounded soldiers in the war by saying that they are great.
16	And we have nothing. We can't even go there. We have nothing. And every time we give Iraq equipment, the first time a bullet goes off in the air, they leave it.						4x								Donald Trump evokes anger because Iraq wasted all the weapons given by US.
17	Last week, I read 2,300 Humvees— these are big vehicles— were left behind for the enemy. 2,000? You would say maybe two, maybe four? 2,300 sophisticated vehicles, they ran, and the enemy took them. That's right.			4x		1x									Donald Trump shows his intelligence by mentioning the real numbers of humvees according to what he has read. Goodwill: Donald Trump shows that he agrees to the audience by saying 'that's right.'
18	Last quarter, it was just announced our gross domestic product— a sign of strength, right? But not for us. It was below zero. Whoever heard of this? It's never below zero.			4x											Donald Trump also shows his intelligence by sharing his knowledge about the real GDP number.
19	Our labor participation rate was the worst since 1978. But think of it, GDP below zero, horrible labor participation rate.									2x					Donald Trump evokes hatred because of the worsening GDP in his country.
20	And our real unemployment is anywhere from 18 to 20 percent. Don't believe the 5.6. Don't believe it.			2x											Donald Trump shows his intelligence by mentioning the real percentage of unemployment.
21	That's right. A lot of people up there can't get jobs. They can't get jobs, because there are no jobs, because China has our jobs and Mexico					1x								3x	Goodwill: Donald Trump replies the audience's comment

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NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad	E	
	has our jobs. They all have jobs.														Envy: Donald Trump arouses envy because many people in his country cannot get job while the immigrants can get jobs.
22	But the real number, the real number is anywhere from 18 to 19 and maybe even 21 percent, and nobody talks about it, because it's a statistic that's full of nonsense.			1x											Donald Trump shows his intelligence by naming the real unemployment rate
23	Our enemies are getting stronger and stronger by the way, and we as a country are getting weaker. Even our nuclear arsenal doesn't work.										2x				Donald Trump evokes fear because of his country powerlessness of war equipment.
24	It came out recently they have equipment that is 30 years old. They don't know if it worked. And I thought it was horrible when it was broadcast on television, because boy, does that send signals to Putin and all of the other people that look at us and they say, "That is a group of people, and that is a nation that truly has no clue. They don't know what they're doing. They don't know what they're doing."										5x				Donald Trump evokes fear because of his country powerlessness of war equipment.
25	We have a disaster called the big lie: Obamacare. Obamacare.									2x					Donald Trump evokes hatred toward the Obamacare.
26	Yesterday, it came out that costs are going for people up 29, 39, 49, and even 55 percent, and deductibles are through the roof. You have to be hit by a tractor, literally, a tractor, to use it, because the deductibles are so high, it's virtually useless. It's virtually useless. It is a disaster.			1x						3x					Donald Trump shows his knowledge by mentioning how big the cost of Obamacare is. Donald Trump evokes hatred because he thinks

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NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	**Ex**	**PI**	**VC**	**G**	**A**	**M**	**F**	**H**	**Fe**	**C**	**Ad**	**E**	
															that Obamacare is useless.
27	And remember the $5 billion website? $5 billion we spent on a website, and to this day it doesn't work. A $5 billion website.									3x					Donald Trump expresses his hatred towards the government who wasted big amount of money only for website.
28	I have so many websites, I have them all over the place. I hire people, they do a website. It costs me $3. $5 billion website.			3x						1x					Donald Trump shows his ability to create a 3 USD-website. Donald Trump evokes his hatred towards the very expensive website.
29	Well, you need somebody, because politicians are all talk, no action. Nothing's gonna get done. They will not bring us— believe me— to the promised land. They will not.	3x	1x												Donald Trump shows the evidence of the politicians' incompetence by using enthymeme. He also uses example to explain the politicians' incompetence.
30	As an example, I've been on the circuit making speeches, and I hear my fellow Republicans. And they're wonderful people. I like them. They all want me to support them. They don't know how to bring it about. They come up to my office. I'm meeting with three of them in the next week. And they don't know— "Are you running? Are you not running? Could we have your support? What do we do? How do we do it?"		10x												
31	I like them. And I hear their speeches. And they don't talk jobs and they don't talk China. When was the last time you heard China is killing us? They're devaluing their currency to a level that you wouldn't believe. It makes it impossible for our companies to compete, impossible. They're				1x		5x						1x		Admiration: Donald Trump expresses his admiration by saying that he likes the politicians. Anger: Donald Trump arouse anger when the

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NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad	E	
	killing us.														politicians in his country never talk about job and China which gives financial loss to his country. Virtuous Character: Donald Trump shows his good character by saying that he listen to other politicians' speeches.
32	But you don't hear that from anybody else. You don't hear it from anybody else. And I watch the speeches. Thank you				2x	1x									Donald Trump shows his good intention by telling about the bad things that are happening in his country instead of by hiding those bad things as what the politicians do. Donald Trump also shows his good character by telling the audience that he watch all their speeches. Goodwill: Donald Trump thanks the audience who is exclaiming agrees.
33	I watch the speeches of these people, and they say the sun will rise, the moon will set, all sorts of wonderful things will happen. And people are saying, "What's going on? I just want a job. Just get me a job. I don't need the rhetoric. I want a job."				5x										Donald Trump shows his character by giving proof in form of quotes from the speeches. It is just to show that he really watch the speeches.
34	And that's what's happening. And it's going to get worse, because remember, Obamacare really				5x					2x					Donald Trump arouses hatred toward the

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NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad	E	
	kicks in in '16, 2016. Obama is going to be out playing golf. He might be on one of my courses. I would invite him, I actually would say. I have the best courses in the world, so I'd say, you what, if he wants to— I have one right next to the White House, right on the Potomac. If he'd like to play, that's fine.														Obamacare which will be released soon in 2016. Donald Trump establishing trust with the audience by showing his good intention which allowing Obama to play golf in his field.
35	In fact, I'd love him to leave early and play, that would be a very good thing.					1x									Donald Trump tries to approach the audience by creating a joke about Obama's resignation.
36	But Obamacare kicks in in 2016. Really big league. It is going to be amazingly destructive. Doctors are quitting. I have a friend who's a doctor, and he said to me the other day, "Donald, I never saw anything like it. I have more accountants than I have nurses. It's a disaster. My patients are beside themselves. They had a plan that was good. They have no plan now.		8x								1x				Donald Trump gives explanation about the chaos that is triggered by Obamacare by giving a real example from a doctor's experience. Donald Trump arouses fear of Obamacare which will be destructive.
37	We have to repeal Obamacare, and it can be— and— and it can be replaced with something much better for everybody. Let it be for everybody. But much better and much less expensive for people and for the government. And we can do it				4x										Donald Trump shows his good motive by repealing Obamacare and creating other usefull program for the society.
38	So I've watched the politicians. I've dealt with them all my life. If you can't make a good deal with a politician, then there's something wrong with you. You're certainly not very good. And that's what we have representing us. They will never make America great again. They don't			2x						7x					Donald Trump shows his ability by telling that he oftemn deals with the politicians. Donald Trump evokes hatred because the

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NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad	E	
	even have a chance. They're controlled fully—they're controlled fully by the lobbyists, by the donors, and by the special interests, fully. Yes, they control them.														politicians are easy to be controlled by the donors.
39	Hey, I have lobbyists. I have to tell you. I have lobbyists that can produce anything for me. They're great. But you know what? it won't happen. It won't happen. Because we have to stop doing things for some people, but for this country, it's destroying our country. We have to stop, and it has to stop now				8x										Donald Trump shows his motives and character by telling that he is not easily controlled by the donors. Donald Trump also shows his motive by telling that his country needs a leader who experts in trading and also a cheerleader.
40	Now, our country needs— our country needs a truly great leader, and we need a truly great leader now. We need a leader that wrote "The Art of the Deal."				2x										
41	We need a leader that can bring back our jobs, can bring back our manufacturing, can bring back our military, can take care of our vets. Our vets have been abandoned.				3x										
42	And we also need a cheerleader.														
43	You know, when President Obama was elected, I said, "Well, the one thing, I think he'll do well. I think he'll be a great cheerleader for the country. I think he'd be a great spirit."												3x		Donald Trump shows his admiration to Obama who is better to be a cheerleader instead of a leader.
44	He was vibrant. He was young. I really thought that he would be a great cheerleader. He's not a leader.												3x		
45	That's true. You're right about that.					2x									Donald Trump gives respond to the audience who gives comment. It helps him to establish trust and chemistry with the

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NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	**Ex**	**PI**	**VC**	**G**	**A**	**M**	**F**	**H**	**Fe**	**C**	**Ad**	**E**	
															audience. .
46	But he wasn't a cheerleader. He's actually a negative force. He's been a negative force. He wasn't a cheerleader; he was the opposite.									4x					Donald Trump shows his hatred towards Obama because he thinks Obama brings negative things to his country.
47	We need somebody that can take the brand of the United States and make it great again. It's not great again.				2x										Donald Trump shows his good motives to make his country better. He also shows his optimist that it can be done together. He also tells a story about his family and express how he loves his family. It helps him to establish stronger good character.
48	We need— we need somebody— we need somebody that literally will take this country and make it great again. We can do that.				2x										
49	And, I will tell you, I love my life. I have a wonderful family. They're saying, "Dad, you're going to do something that's going to be so tough."				3x										
50	You know, all of my life, I've heard that a truly successful person, a really, really successful person and even modestly successful cannot run for public office. Just can't happen. And yet that's the kind of mindset that you need to make this country great again.				3x										
51	So ladies and gentlemen…I am officially running… for president of the United States, and we are going to make our country great again.				1x										
52	It can happen. Our country has tremendous potential. We have tremendous people.	2x													Donald Trump uses enthymeme to asure the audience that they can make their own country great again because they have good potential.
53	We have people that aren't working. We have	5x													Donald Trump explain that

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NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad	E	
	people that have no incentive to work. But they're going to have incentive to work, because the greatest social program is a job. And they'll be proud, and they'll love it, and they'll make much more than they would've ever made, and they'll be— they'll be doing so well, and we're going to be thriving as a country, thriving. It can happen.														his county can be great again using enthymeme with some premises and one conclusions.
54	I will be the greatest jobs president that God ever created. I tell you that.											2x			Donald Trump shows his self-confidence.
55	I'll bring back our jobs from China, from Mexico, from Japan, from so many places. I'll bring back our jobs, and I'll bring back our money.				2x										Donald Trump mentions his plans for his country as his good motives.
56	Right now, think of this: We owe China $1.3 trillion. We owe Japan more than that. So they come in, they take our jobs, they take our money, and then they loan us back the money, and we pay them in interest, and then the dollar goes up so their deal's even better.						3x								Donald Trump evokes his anger because the recent leader and the politicians in his country make the condition in his country worse.
57	How stupid are our leaders? How stupid are these politicians to allow this to happen? How stupid are they?									3x					
58	I'm going to tell you— thank you. I'm going to tell you a couple of stories about trade, because I'm totally against the trade bill for a number of reasons.		2x			1x									Goodwill: Donald Trump thanks the audience who exclaims agrees.
59	Number one, the people negotiating don't have a clue. Our president doesn't have a clue. He's a bad negotiator.		2x												Donald Trump gives explanations about what is a good negotiation like by giving example.
60	He's the one that did Bergdahl. We get Bergdahl, they get five killer terrorists that		2x												Perceived Intelligence: Donald Trump shows his

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NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
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	everybody wanted over there.														ability by saying that he is a free trader. Enthymeme: Donald Trump explains about good and bad free traders by using enthymeme with some premises.
61	We get Bergdahl. We get a traitor. We get a no-good traitor, and they get the five people that they wanted for years, and those people are now back on the battlefield trying to kill us. That's the negotiator we have.		4x												
62	Take a look at the deal he's making with Iran. He makes that deal, Israel maybe won't exist very long. It's a disaster, and we have to protect Israel. But…		3x												
63	So we need people— I'm a free trader. But the problem with free trade is you need really talented people to negotiate for you. If you don't have talented people, if you don't have great leadership, if you don't have people that know business, not just a political hack that got the job because he made a contribution to a campaign, which is the way all jobs, just about, are gotten, free trade terrible.		2x	1x											
64	Free trade can be wonderful if you have smart people, but we have people that are stupid. We have people that aren't smart. And we have people that are controlled by special interests. And it's just not going to work.		3x												
65	So, here's a couple of stories happened recently. A friend of mine is a great manufacturer. And, you know, China comes over and they dump all their stuff, and I buy it. I buy it, because, frankly, I have an obligation to buy it, because they devalue their currency so brilliantly, they just did it recently, and nobody thought they could do it again.				4x										Donald Trump shows his ability and knowledge thah he has by telling his experience when his friend consult about taxes in a trade.

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66	But with all our problems with Russia, with all our problems with everything— everything, they got away with it again. And it's impossible for our people here to compete.				2x										
67	So I want to tell you this story. A friend of mine who's a great manufacturer, calls me up a few weeks ago. He's very upset. I said, "What's your problem?"				4x										
68	He said, "You know, I make great product."				1x										
69	And I said, "I know. I know that because I buy the product."				1x										
70	He said, "I can't get it into China. They won't accept it. I sent a boat over and they actually sent it back. They talked about environmental, they talked about all sorts of crap that had nothing to do with it."				4x										
71	I said, "Oh, wait a minute, that's terrible. Does anyone know this?"				1x										
72	He said, "Yeah, they do it all the time with other people."				1x										
73	I said, "They send it back?"				1x										
74	"Yeah. So I finally got it over there and they charged me a big tariff. They're not supposed to be doing that. I told them."				3x										
75	Now, they do charge you tariff on trucks, when we send trucks and other things over there.				1x										
76	Ask Boeing. They wanted Boeing's secrets. They wanted their patents and all their secrets before they agreed to buy planes from Boeing.				3x										
77	Hey, I'm not saying they're stupid. I like China. I sell apartments for— I just sold an apartment for $15 million to somebody from China. Am I				3x								2x		Admiration: Donald Trump expresses his admiration towards China.

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	supposed to dislike them? I own a big chunk of the Bank of America Building at 1290 Avenue of the Americas, that I got from China in a war. Very valuable.														VC: Donald Trump shows his great ability in doing property business with China.
78	I love China. The biggest bank in the world is from China. You know where their United States headquarters is located? In this building, in Trump Tower. I love China. People say, "Oh, you don't like China?" No, I love them.												6x		
79	But their leaders are much smarter than our leaders, and we can't sustain ourself with that. There's too much— it's like— it's like take the New England Patriots and Tom Brady and have them play your high school football team. That's the difference between China's leaders and our leaders.		2x											1x	Envy: Donald Trump evokes envy by comparing the leader in his country with China's leader. Example: Donald Trump explains the differences between his county leaders with China's by using an analogy.
80	They are ripping us. We are rebuilding China. We're rebuilding many countries. China, you go there now, roads, bridges, schools, you never saw anything like it. They have bridges that make the George Washington Bridge look like small potatoes. And they're all over the place.													6x	Donald Trump evokes envy by comparing what China has and his country doesn't have.
81	We have all the cards, but we don't know how to use them. We don't even know that we have the cards, because our leaders don't understand the game. We could turn off that spigot by charging them tax until they behave properly.									5x					Donald Trump arouses hatred towards the leaders in his county because of their lack of knowledge in leading the country.
82	Now they're going militarily. They're building a military island in the middle of the South China sea. A military island. Now, our country could										5x				Donald Trump evokes his fear of China's military developments which is

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	never do that because we'd have to get environmental clearance, and the environmentalist wouldn't let our country — we would never build in an ocean. They built it in about one year, this massive military port.														more frightening than ISIS and the thread in trading with Mexico.
83	They're building up their military to a point that is very scary. You have a problem with ISIS. You have a bigger problem with China.										3x				
84	And, in my opinion, the new China, believe it or not, in terms of trade, is Mexico.										1x				
85	So this man tells me about the manufacturing. I say, "That's a terrible story. I hate to hear it."				3x										Donald Trump shows his concern.
86	But I have another one, Ford.						1x								Donald Trump shows his anger towards Ford because they cancel building a car manufacturer in his country and decides to bild it in Mexico.
87	So Mexico takes a company, a car company that was going to build in Tennessee, rips it out. Everybody thought the deal was dead. Reported it in the Wall Street Journal recently. Everybody thought it was a done deal. It's going in and that's going to be it, going into Tennessee. Great state, great people.						6x								
88	All of a sudden, at the last moment, this big car manufacturer, foreign, announces they're not going to Tennessee. They're gonna spend their $1 billion in Mexico instead. Not good.						3x								
89	Now, Ford announces a few weeks ago that Ford is going to build a $2.5 billion car and truck and parts manufacturing plant in Mexico. $2.5 billion, it's going to be one of the largest in the world. Ford. Good company.						4x								
90	So I announced that I'm running for president. I would…				1x										Donald Trump explains his good motives and intentions to help his
91	… one of the early things I would do, probably				4x										

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	before I even got in— and I wouldn't even use— you know, I have— I know the smartest negotiators in the world. I know the good ones. I know the bad ones. I know the overrated ones.														country to become a rich country by bring Ford back to his country if he is chosen to become a president. He also explains about what happened in Middle East which he had predicted before. Admiration: Donald Trump expresses his admiration towards Arab countries because they are able to earn a big amount of money only in one day.
92	You get a lot of them that are overrated. They're not good. They think they are. They get good stories, because the newspapers get buffaloed. But they're not good.				5x										
93	But I know the negotiators in the world, and I put them one for each country. Believe me, folks. We will do very, very well, very, very well.				3x										
94	But I wouldn't even waste my time with this one. I would call up the head of Ford, who I know. If I was president, I'd say, "Congratulations. I understand that you're building a nice $2.5 billion car factory in Mexico and that you're going to take your cars and sell them to the United States zero tax, just flow them across the border."				4x										
95	And you say to yourself, "How does that help us," right? "How does that help us? Where is that good"? It's not.				4x										
96	So I would say, "Congratulations. That's the good news. Let me give you the bad news. Every car and every truck and every part manufactured in this plant that comes across the border, we're going to charge you a 35-percent tax, and that tax is going to be paid simultaneously with the transaction, and that's it".				4x										
97	Now, here's what is going to happen. If it's not				6x										

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	me in the position, it's one of these politicians that we're running against, you know, the 400 people that we're (inaudible). And here's what's going to happen. They're not so stupid. They know it's not a good thing, and they may even be upset by it. But then they're going to get a call from the donors or probably from the lobbyist for Ford and say, "You can't do that to Ford, because Ford takes care of me and I take care of you, and you can't do that to Ford."														
98	And guess what? No problem. They're going to build in Mexico. They're going to take away thousands of jobs. It's very bad for us.				5x										
99	So under President Trump, here's what would happen:				2x										
100	The head of Ford will call me back, I would say within an hour after I told them the bad news. But it could be he'd want to be cool, and he'll wait until the next day. You know, they want to be a little cool.				3x										
101	And he'll say, "Please, please, please." He'll beg for a little while, and I'll say, "No interest." Then he'll call all sorts of political people, and I'll say, "Sorry, fellas. No interest," because I don't need anybody's money. It's nice. I don't need anybody's money.				6x										
102	I'm using my own money. I'm not using the lobbyists. I'm not using donors. I don't care. I'm really rich. I (inaudible).				5x										
103	And by the way, I'm not even saying that's the kind of mindset, that's the kind of thinking you need for this country.				1x										

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104	So— because we got to make the country rich.				1x										
105	It sounds crass. Somebody said, “Oh, that’s crass.” It’s not crass.				3x										
106	We got $18 trillion in debt. We got nothing but problems.				2x										
107	We got a military that needs equipment all over the place. We got nuclear weapons that are obsolete.				2x										
108	We’ve got nothing. We’ve got Social Security that’s going to be destroyed if somebody like me doesn’t bring money into the country. All these other people want to cut the hell out of it. I’m not going to cut it at all; I’m going to bring money in, and we’re going to save it.				4x										
109	But here’s what’s going to happen:				1x										
110	After I’m called by 30 friends of mine who contributed to different campaigns, after I’m called by all of the special interests and by the— the donors and by the lobbyists— and they have zero chance at convincing me, zero— I’ll get a call the next day from the head of Ford. He’ll say. “Please reconsider,” I’ll say no.				3x										
111	He’ll say, “Mr. President, we’ve decided to move the plant back to the United States, and we’re not going to build it in Mexico.” That’s it. They have no choice. They have no choice.				4x										
112	There are hundreds of things like that. I’ll give you another example.				2x										
113	Saudi Arabia, they make $1 billion a day. $1 billion a day. I love the Saudis. Many are in this building. They make a billion dollars a day. Whenever they have problems, we send over the				4x								5x		

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	ships. We say “we’re gonna protect.” What are we doing? They’ve got nothing but money.														
114	If the right person asked them, they’d pay a fortune. They wouldn’t be there except for us.				2x										
115	And believe me, you look at the border with Yemen. You remember Obama a year ago, Yemen was a great victory. Two weeks later, the place was blown up. Everybody got out— and they kept our equipment.				4x										
116	They always keep our equipment. We ought to send used equipment, right? They always keep our equipment. We ought to send some real junk, because, frankly, it would be— we ought to send our surplus. We’re always losing this gorgeous brand-new stuff.				5x										
117	But look at that border with Saudi Arabia. Do you really think that these people are interested in Yemen? Saudi Arabia without us is gone. They’re gone.				4x										
118	And I’m the one that made all of the right predictions about Iraq. You know, all of these politicians that I’m running against now— it’s so nice to say I’m running as opposed to if I run, if I run. I’m running.				3x										
119	But all of these politicians that I’m running against now, they’re trying to disassociate. I mean, you looked at Bush, it took him five days to answer the question on Iraq. He couldn’t answer the question. He didn’t know. I said, “Is he intelligent?”									5x					Donald Trump evokes his hatred towards Bush and Rubio who are powerless in leading his country.
120	Then I looked at Rubio. He was unable to answer the question, is Iraq a good thing or bad									4x					

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	thing? He didn't know. He couldn't answer the question.														
121	How are these people gonna lead us? How are we gonna— how are we gonna go back and make it great again? We can't. They don't have a clue. They can't lead us. They can't. They can't even answer simple questions. It was terrible.									8x					
122	But Saudi Arabia is in big, big trouble. Now, thanks to fracking and other things, the oil is all over the place. And I used to say it, there are ships at sea, and this was during the worst crisis, that were loaded up with oil, and the cartel kept the price up, because, again, they were smarter than our leaders. They were smarter than our leaders.									4x					Donald Trump evokes hatred towards his own country because of its powerlessness.
123	There is so much wealth out there that can make our country so rich again, and therefore make it great again. Because we need money. We're dying. We're dying. We need money. We have to do it. And we need the right people.									7x					
124	So Ford will come back. They'll all come back. And I will say this, this is going to be an election, in my opinion, that's based on competence.				3x										Donald Trump emphasizes his good character by expressing his passion and confidence.
125	Somebody said — thank you, darlin'.					1x									Goodwill: Donald Trump thanks and calls an audience who exclaim "YES!" darling.
126	Somebody said to me the other day, a reporter, a very nice reporter, "But, Mr. Trump, you're not a nice person."				1x										Donald Trump tells about a reporter's opinion that Donald Trump is not a

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127	That's true. But actually I am. I think I am a nice person. People that know me, like me. Does my family like me? I think so, right. Look at my family. I'm proud of my family.				8x										good person. However, Donald Trump feels that he is a good person. He expresses his kindness by giving donations and he also tells the audience how proud he is of his family. These things help Donald Trump to establish trust in the audience.
128	By the way, speaking of my family, Melania, Barron, Kai, Donnie, Don, Vanessa, Tiffany, Evanka did a great job. Did she do a great job?				2x										
129	Great. Jared, Laura and Eric, I'm very proud of my family. They're a great family.				3x										
130	So the reporter said to me the other day, "But, Mr. Trump, you're not a nice person. How can you get people to vote for you?"				2x										
131	I said, "I don't know." I said, "I think that number one, I am a nice person. I give a lot of money away to charities and other things. I think I'm actually a very nice person."				4x										
132	But, I said, "This is going to be an election that's based on competence, because people are tired of these nice people. And they're tired of being ripped off by everybody in the world. And they're tired of spending more money on education than any nation in the world per capita, than any nation in the world, and we are 26th in the world, 25 countries are better than us in education. And some of them are like third world countries. But we're becoming a third word country, because of our infrastructure, our airports, our roads, everything. So one of the things I did, and I said, you know what I'll do. I'll do it. Because a lot of people said, "He'll never run. Number one, he won't want to give up his lifestyle."				9x										

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133	They're right about that, but I'm doing it.				1x										
134	Number two, I'm a private company, so nobody knows what I'm worth. And the one thing is that when you run, you have to announce and certify to all sorts of governmental authorities your net worth.			2x											Perceived Intelligence: Donald Trump tells about his process of his business so he can be a great negotiator and successful property businessman. Goodwill: Donald Trump thanks the audience who exclaim proudly to Donald Trump.
135	So I said, "That's OK." I'm proud of my net worth. I've done an amazing job.			3x											
136	I started off— thank you— I started off in a small office with my father in Brooklyn and Queens, and my father said — and I love my father. I learned so much. He was a great negotiator. I learned so much just sitting at his feet playing with blocks listening to him negotiate with subcontractors. But I learned a lot.			5x		1x									
137	But he used to say, "Donald, don't go into Manhattan. That's the big leagues. We don't know anything about that. Don't do it."			4x											
138	I said, "I gotta go into Manhattan. I gotta build those big buildings. I gotta do it, Dad. I've gotta do it."			3x											
139	And after four or five years in Brooklyn, I ventured into Manhattan and did a lot of great deals— the Grand Hyatt Hotel. I was responsible for the convention center on the west side. I did a lot of great deals, and I did them early and young. And now I'm building all over the world, and I love what I'm doing.			4x											
140	But they all said, a lot of the pundits on television, "Well, Donald will never run, and one of the main reasons is he's private and he's				1x										Despite of many people underestimate him, Donald Trumpstill expresses his

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	probably not as successful as everybody thinks."														persistence to be able to become a president.
141	So I said to myself, you know, nobody's ever going to know unless I run, because I'm really proud of my success. I really am.				3x										
142	I've employed— I've employed tens of thousands of people over my lifetime. That means medical. That means education. That means everything.			4x											Donald Trump explains how big his business is now. He also corrects the total assets he has now. It can make the audience trust him more to become a country leader because of his ability in building a successful business.
143	So a large accounting firm and my accountants have been working for months, because it's big and complex, and they've put together a statement, a financial statement, just a summary. But everything will be filed eventually with the government, and we don't [use] extensions or anything. We'll be filing it right on time. We don't need anything.			4x											
144	And it was even reported incorrectly yesterday, because they said, "He had assets of $9 billion." So I said, "No, that's the wrong number. That's the wrong number. Not assets."			4x											
145	So they put together this. And before I say it, I have to say this. I made it the old-fashioned way. It's real estate. You know, it's real estate.			5x											
146	It's labor, and it's unions good and some bad and lots of people that aren't in unions, and it's all over the place and building all over the world.			1x											
147	And I have assets— big accounting firm, one of the most highly respected— 9 billion 240 million dollars.			1x											
148	And I have liabilities of about $500 million. That's long-term debt, very low interest rates.			2x											

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149	In fact, one of the big banks came to me and said, "Donald, you don't have enough borrowings. Could we loan you $4 billion"? I said, "I don't need it. I don't want it. And I've been there. I don't want it."			6x											
150	But in two seconds, they give me whatever I wanted. So I have a total net worth, and now with the increase, it'll be well-over $10 billion. But here, a total net worth of—net worth, not assets, not— a net worth, after all debt, after all expenses, the greatest assets— Trump Tower, 1290 Avenue of the Americas, Bank of America building in San Francisco, 40 Wall Street, sometimes referred to as the Trump building right opposite the New York— many other places all over the world.			3x											
151	So the total is $8,737,540,00.			1x											
152	Now I'm not doing that…														Donald Trump evokes calmness by saying that he has no intention to show his wealth off. He just wants to tell the audience that that what the country is needed now.
153	I'm not doing that to brag, because you know what? I don't have to brag. I don't have to, believe it or not.							3x							
154	I'm doing that to say that that's the kind of thinking our country needs. We need that thinking. We have the opposite thinking.							3x							
155	We have losers. We have losers. We have people that don't have it. We have people that are morally corrupt. We have people that are selling this country down the drain.										5x				Donald Trump arouses fear towards the audience by explaining his country's debt which can end like what happened to Greece.
156	So I put together this statement, and the only reason I'm telling you about it today is because we really do have to get going, because if we have another three or four years— you know,										2x				

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	we're at $8 trillion now. We're soon going to be at $20 trillion.														
157	According to the economists— who I'm not big believers in, but, nevertheless, this is what they're saying— that $24 trillion— we're very close— that's the point of no return. $24 trillion. We will be there soon. That's when we become Greece. That's when we become a country that's unsalvageable. And we're gonna be there very soon. We're gonna be there very soon.										7x				
158	So, just to sum up, I would do various things very quickly. I would repeal and replace the big lie, Obamacare.				2x										Donald Trump explains his great plans to the development of his country. It makes the audience have good perspective towards Donald Trump.
159	I would build a great wall, and nobody builds walls better than me, believe me, and I'll build them very inexpensively, I will build a great, great wall on our southern border. And I will have Mexico pay for that wall.				2x										
160	Mark my words.				1x										
161	Nobody would be tougher on ISIS than Donald Trump. Nobody.				2x										
162	I will find — within our military, I will find the General Patton or I will find General MacArthur, I will find the right guy. I will find the guy that's going to take that military and make it really work. Nobody, nobody will be pushing us around.				3x										
163	I will stop Iran from getting nuclear weapons. And we won't be using a man like Secretary Kerry that has absolutely no concept of negotiation, who's making a horrible and laughable deal, who's just being tapped along as				3x	2x									Goodwill: to create closeness with the audience, Donald Trump makes joke to not join a bicycle race as what Kerry

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	they make weapons right now, and then goes into a bicycle race at 72 years old, and falls and breaks his leg. I won't be doing that. And I promise I will never be in a bicycle race. That I can tell you.														did in his 70s.
164	I will immediately terminate President Obama's illegal executive order on immigration, immediately.				1x										Vicious Character: Donald Trump explains his goals once when he becomes the president. Anger: Donald Trump evokes his hatred because he doesn't like Bush's performance as a leader.
165	Fully support and back up the Second Amendment.				1x										
166	Now, it's very interesting. Today I heard it. Through stupidity, in a very, very hard core prison, interestingly named Clinton, two vicious murderers, two vicious people escaped, and nobody knows where they are. And a woman was on television this morning, and she said, "You know, Mr. Trump," and she was telling other people, and I actually called her, and she said, "You know, Mr. Trump, I always was against guns. I didn't want guns. And now since this happened"— it's up in the prison area— "my husband and I are finally in agreement, because he wanted the guns. We now have a gun on every table. We're ready to start shooting."				7x										
167	I said, "Very interesting."				1x										
168	So protect the Second Amendment.				1x										
169	End— end Common Core. Common Core should— it is a disaster. Bush is totally in favor of Common Core. I don't see how he can possibly get the nomination. He's weak on immigration. He's in favor of Common Core. How the hell can you vote for this guy? You just				2x					7x					

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad	E	
	can't do it. We have to end education has to be local.														
170	Rebuild the country's infrastructure.				1x										
171	Nobody can do that like me. Believe me. It will be done on time, on budget, way below cost, way below what anyone ever thought.				2x										
172	I look at the roads being built all over the country, and I say I can build those things for one-third. What they do is unbelievable, how bad.														
173	You know, we're building on Pennsylvania Avenue, the Old Post Office, we're converting it into one of the world's great hotels. It's gonna be the best hotel in Washington, D.C. We got it from the General Services Administration in Washington. The Obama administration. We got it. It was the most highly sought after— or one of them, but I think the most highly sought after project in the history of General Services. We got it. People were shocked, Trump got it.				8x										
174	Well, I got it for two reasons. Number one, we're really good. Number two, we had a really good plan. And I'll add in the third, we had a great financial statement. Because the General Services, who are terrific people, by the way, and talented people, they wanted to do a great job. And they wanted to make sure it got built.	6x													Donald Trump explains the reason why he can rebuild his country to become greater using some premises.
175	So we have to rebuild our infrastructure, our bridges, our roadways, our airports. You come into La Guardia Airport, it's like we're in a third world country. You look at the patches and the 40-year-old floor. They throw down asphalt, and				1x									3x	Virtuous Character: Donald Trump explains his good goals to rebuild the infrastructure in his country.

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	Ex	PI	VC	G	A	M	F	H	Fe	C	Ad	E	
	they throw.														Envy: Donald Trump evokes envy by comparing the airports in his country and in China which are much better than his country's airports.
176	You look at these airports, we are like a third world country. And I come in from China and I come in from Qatar and I come in from different places, and they have the most incredible airports in the world. You come to back to this country and you have LAX, disaster. You have all of these disastrous airports. We have to rebuild our infrastructure.				1x									4x	
177	Save Medicare, Medicaid and Social Security without cuts. Have to do it.				2x										Donald Trump explains his plans to rebuild his country to become better. It makes the audience can see his good side as presidential candidate because he has care to his own country. Anger: Donald Trump evokes anger toward the former leaders in his country.
178	Get rid of the fraud. Get rid of the waste and abuse, but save it. People have been paying it for years. And now many of these candidates want to cut it. You save it by making the United States, by making us rich again, by taking back all of the money that's being lost.				5x										
179	Renegotiate our foreign trade deals.				1x										
180	Reduce our $18 trillion in debt, because, believe me, we're in a bubble. We have artificially low interest rates. We have a stock market that, frankly, has been good to me, but I still hate to see what's happening. We have a stock market that is so bloated.				4x										
181	Be careful of a bubble because what you've seen in the past might be small potatoes compared to what happens. So be very, very careful.				3x										
182	And strengthen our military and take care of our vets. So, so important.				2x										
183	Sadly, the American dream is dead.						1x								
184	But if I get elected president I will bring it back bigger and better and stronger than ever before,				1x										

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	*Logos*		*Ethos*			*Pathos*								notes
		En	**Ex**	**PI**	**VC**	**G**	**A**	**M**	**F**	**H**	**Fe**	**C**	**Ad**	**E**	
	and we will make America great again														
185	Thank you. Thank you very much.					2x									Donald Trump expresses his gratitude towards the audience which can make the audience feel honored.
	TOTAL	18x	39 x	69x	27x	29 x	40 x	6x	1x	86 x	34x	2x	21x	20 x	
	Percentage	4.6 %	9. 9 %	17. 6%	6.9 %	7. 4 %	10 .2 %	1. 5 %	0. 3 %	21 .9 %	8.7 %	0. 5 %	5.4 %	5. 1 %	
		Logos		Ethos			Pathos								
		57x		125x			210x								
	Percentage	14%		32%			54%								

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

APPENDIX C

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

Appendix C: Speech delivery checklist

St : Storytelling
Pos : Posture
BM : Body Movement
Pa : Pace
Pi : Pitch
V : Volume
SP : Short Pause
SpP : Spontaneity Pause
LP : Long Pause
PP : Pseudo Pause

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
1	Wow. Whoa. That is some group of people. Thousands.	See note	See note	✓	See note			1x				See note	Storytelling: He uses 165 sentences out of 392 sentences as storytelling during the speech. It means that 42% of his speech is storytelling. Posture: Donald Trump uses upright posture during his speech. However, from the middle to the end of the speech, he often grips the left side of the lectern using his left hand to give his body a rest. Pace: total words : duration (minute) 6.334 : 45 minutes = 141 words/minutes

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
2	So nice, thank you very much. That's really nice. Thank you. It's great to be at Trump Tower. It's great to be in a wonderful city, New York. And it's an honor to have everybody here. This is beyond anybody's expectations. There's been no crowd like this.			✓				3x				See note	Visual aids: he has American flags as the background of the stage. He also uses the front of the lectern as a place to put his last name, his official website, and his campaign slogan, "make America great again." Body Movement: Donald Trump manages his eye contact well by looking to all side of the building which is crowded by the audience.
3	And, I can tell, some of the candidates, they went in. They didn't know the air-conditioner didn't work. They sweated like dogs.			✓				3x					DT moves his hand to express what he is saying. E moves his right hand all the time during the speech. He uses his right hand more than his left hand. His left hand is seemed holding a note on the lectern.
4	They didn't know the room was too big, because they didn't have anybody there. How are they going to beat ISIS? I don't think it's gonna happen.			✓				3x		1x			
5	Our country is in serious trouble. We don't have victories anymore. We used to have victories, but we don't have them. When was the last time anybody saw us beating, let's say, China in a trade deal? They kill us. I beat China all the time. All the time.			✓				6x	1x		1x		
6	When did we beat Japan at anything? They send their cars over by the millions, and what do we do? When was the last time you saw a Chevrolet in Tokyo? It doesn't exist, folks. They beat us all the time.			✓			+	10 x					Donald Trump seems wondering for a word that he is going to say. It can be seen from his face expression.

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
7	When do we beat Mexico at the border? They're laughing at us, at our stupidity. And now they are beating us economically. They are not our friend, believe me. But they're killing us economically.			✓				3x					
8	The U.S. has become a dumping ground for everybody else's problems.			✓				2x		1x			
9	Thank you. It's true, and these are the best and the finest. When Mexico sends its people, they're not sending their best. They're not sending you. They're not sending you. They're sending people that have lots of problems, and they're bringing those problems with us. They're bringing drugs. They're bringing crime. They're rapists. And some, I assume, are good people.			✓			+	12 x		1x	1x		When Donald Trump expresses his gratitude towards the audience who exclaims agrees by looking and point at the audience.
10	But I speak to border guards and they tell us what we're getting. And it only makes common sense. It only makes common sense. They're sending us not the right people.			✓							1x		
11	It's coming from more than Mexico. It's coming from all over South and Latin America, and it's coming probably— probably— from the Middle East. But we don't know. Because we have no protection and we have no competence, we don't know what's happening. And it's got to stop and it's got to stop fast.			✓			+	3x			2x		
12	Islamic terrorism is eating up large portions of the Middle East. They've become rich. I'm in competition with them.			✓				5x					
13	They just built a hotel in Syria. Can you believe this? They built a hotel. When I have to build a hotel, I pay interest. They don't have to pay interest, because they took the oil that, when we left Iraq, I said we should've taken.			✓			+	3x					
14	So now ISIS has the oil, and what they don't have, Iran			✓			+	14					

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	has. And in 19— and I will tell you this, and I said it very strongly, years ago, I said— and I love the military, and I want to have the strongest military that we've ever had, and we need it more now than ever. But I said, "Don't hit Iraq," because you're going to totally destabilize the Middle East. Iran is going to take over the Middle East, Iran and somebody else will get the oil, and it turned out that Iran is now taking over Iraq. Think of it. Iran is taking over Iraq, and they're taking it over big league.							x					
15	We spent $2 trillion in Iraq, $2 trillion. We lost thousands of lives, thousands in Iraq. We have wounded soldiers, who I love, I love — they're great — all over the place, thousands and thousands of wounded soldiers.			✓			+	9x			1x		
16	And we have nothing. We can't even go there. We have nothing. And every time we give Iraq equipment, the first time a bullet goes off in the air, they leave it.			✓			+	4x					
17	Last week, I read 2,300 Humvees— these are big vehicles— were left behind for the enemy. 2,000? You would say maybe two, maybe four? 2,300 sophisticated vehicles, they ran, and the enemy took them. You're right.			✓		+	+	6x		1x			When one of the audience exclaims agrees, he also agrees the audience by pointing at the audience.
18	Last quarter, it was just announced our gross domestic product— a sign of strength, right? But not for us. It was below zero. Whoever heard of this? It's never below zero.			✓		+ -	+	6x	1x				
19	Our labor participation rate was the worst since 1978. But think of it, GDP below zero, horrible labor participation rate.			✓			+	3x					
20	And our real unemployment is anywhere from 18 to 20 percent. Don't believe the 5.6. Don't believe it.			✓			+				1x		

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
21	That's right. A lot of people up there can't get jobs. They can't get jobs, because there are no jobs, because China has our jobs and Mexico has our jobs. They all have jobs.			✓			+	4x			1x		
22	But the real number, the real number is anywhere from 18 to 19 and maybe even 21 percent, and nobody talks about it, because it's a statistic that's full of nonsense.			✓			+	3x		1x	1x		
23	Our enemies are getting stronger and stronger by the way, and we as a country are getting weaker. Even our nuclear arsenal doesn't work.			✓		+		5x					
24	It came out recently they have equipment that is 30 years old. They don't know if it worked. And I thought it was horrible when it was broadcast on television, because boy, does that send signals to Putin and all of the other people that look at us and they say, "That is a group of people, and that is a nation that truly has no clue. They don't know what they're doing. They don't know what they're doing."			✓		-	+	8x	1x	1x	1x		
25	We have a disaster called the big lie: Obamacare. Obamacare.			✓				2x			1x		
26	Yesterday, it came out that costs are going for people up 29, 39, 49, and even 55 percent, and deductibles are through the roof. You have to be hit by a tractor, literally, a tractor, to use it, because the deductibles are so high, it's virtually useless. It's virtually useless. It is a disaster.			✓		+	+	8x			1x		
27	And remember the $5 billion website? $5 billion we spent on a website, and to this day it doesn't work. A $5 billion website.			✓			+	5x					
28	I have so many websites, I have them all over the place. I hire people, they do a website. It costs me $3. $5 billion website.			✓		+		3x		1x			Donald Trump looks up and smiles at the audience who exclaims agrees and is in the

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
													balcony.
29	Well, you need somebody, because politicians are all talk, no action. Nothing's gonna get done. They will not bring us— believe me— to the promised land. They will not			✓				6x					
30	As an example, I've been on the circuit making speeches, and I hear my fellow Republicans. And they're wonderful people. I like them. They all want me to support them. They don't know how to bring it about. They come up to my office. I'm meeting with three of them in the next week. And they don't know— "Are you running? Are you not running? Could we have your support? What do we do? How do we do it?"	11x		✓			-	13 x					Donald Trump moves his body face right and left to differentiate the character that he is trying to impersonate when using storytelling. Donald Trump lowers his volume when impersonating somebody else.
31	I like them. And I hear their speeches. And they don't talk jobs and they don't talk China. When was the last time you heard China is killing us? They're devaluing their currency to a level that you wouldn't believe. It makes it impossible for our companies to compete, impossible. They're killing us.	2x		✓			+	6x					
32	But you don't hear that from anybody else. You don't hear it from anybody else. And I watch the speeches. Thank you.	1x		✓			+				2x		Donald Trump looks up and thanks the audience in the balcony who supports his speech.
33	I watch the speeches of these people, and they say the sun will rise, the moon will set, all sorts of wonderful things will happen. And people are saying, "What's going on? I just want a job. Just get me a job. I don't need the rhetoric. I want a job."	5x		✓			+ -	10 x					Donald Trump lowers his volume when impersonating somebody else.
34	And that's what's happening. And it's going to get worse, because remember, Obamacare really kicks in in '16, 2016. Obama is going to be out playing golf. He	2x		✓			+	6x					

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	might be on one of my courses. I would invite him, I actually would say. I have the best courses in the world, so I'd say, you what, if he wants to— I have one right next to the White House, right on the Potomac. If he'd like to play, that's fine.												
35	In fact, I'd love him to leave early and play, that would be a very good thing.			✓				2x					
36	But Obamacare kicks in in 2016. Really big league. It is going to be amazingly destructive. Doctors are quitting. I have a friend who's a doctor, and he said to me the other day, "Donald, I never saw anything like it. I have more accountants than I have nurses. It's a disaster. My patients are beside themselves. They had a plan that was good. They have no plan now.	6x		✓				13					
37	We have to repeal Obamacare, and it can be— and— and it can be replaced with something much better for everybody. Let it be for everybody. But much better and much less expensive for people and for the government. And we can do it			✓			+	5x		1x	1x		
38	So I've watched the politicians. I've dealt with them all my life. If you can't make a good deal with a politician, then there's something wrong with you. You're certainly not very good. And that's what we have representing us. They will never make America great again. They don't even have a chance. They're controlled fully— they're controlled fully by the lobbyists, by the donors, and by the special interests, fully			✓				12 x			1x		
39	Yes, they control them. Hey, I have lobbyists. I have to tell you. I have lobbyists that can produce anything for me. They're great. But you know what? it won't happen. It won't happen. Because we have to stop			✓			+	7x			1x		

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	doing things for some people, but for this country, it's destroying our country. We have to stop, and it has to stop now												
40	Now, our country needs— our country needs a truly great leader, and we need a truly great leader now. We need a leader that wrote "The Art of the Deal."			✓				4x			2x		
41	We need a leader that can bring back our jobs, can bring back our manufacturing, can bring back our military, can take care of our vets. Our vets have been abandoned.			✓		+	+	2x		1x			
42	And we also need a cheerleader.			✓				2x					
43	You know, when President Obama was elected, I said, "Well, the one thing, I think he'll do well. I think he'll be a great cheerleader for the country. I think he'd be a great spirit."	3x		✓				5x					
44	He was vibrant. He was young. I really thought that he would be a great cheerleader.			✓				1x					
45	He's not a leader. That's true. You're right about that.			✓				1x					DT menunjukk menggunakan tangan kirinya ke penonton yang berteriak.
46	But he wasn't a cheerleader. He's actually a negative force. He's been a negative force. He wasn't a cheerleader; he was the opposite.			✓				2x			1x		
47	We need somebody that can take the brand of the United States and make it great again. It's not great again.			✓				6x					
48	We need— we need somebody— we need somebody that literally will take this country and make it great again. We can do that.			✓		+	+	3x			2x		
49	And, I will tell you, I love my life. I have a wonderful family. They're saying, "Dad, you're going to do	4x		✓				5x					

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	something that's going to be so tough."												
50	You know, all of my life, I've heard that a truly successful person, a really, really successful person and even modestly successful cannot run for public office. Just can't happen. And yet that's the kind of mindset that you need to make this country great again.			✓				6x					
51	So ladies and gentlemen…I am officially running… for president of the United States, and we are going to make our country great again.			✓		+	+	2x		3x			After finished talking, Donald Trump puts his thumb up to the audience in the balcony.
52	It can happen. Our country has tremendous potential. We have tremendous people.			✓				2x					
53	We have people that aren't working. We have people that have no incentive to work. But they're going to have incentive to work, because the greatest social program is a job. And they'll be proud, and they'll love it, and they'll make much more than they would've ever made, and they'll be— they'll be doing so well, and we're going to be thriving as a country, thriving. It can happen.			✓			+	10 x			2x		
54	I will be the greatest jobs president that God ever created. I tell you that.			✓				3x					
55	I'll bring back our jobs from China, from Mexico, from Japan, from so many places. I'll bring back our jobs, and I'll bring back our money.			✓			+	2x					
56	Right now, think of this: We owe China $1.3 trillion. We owe Japan more than that. So they come in, they take our jobs, they take our money, and then they loan us back the money, and we pay them in interest, and then the dollar goes up so their deal's even better.			✓			+	10 x					
57	How stupid are our leaders? How stupid are these politicians to allow this to happen? How stupid are			✓			+	4x		1x			

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	they?												
58	I'm going to tell you— thank you. I'm going to tell you a couple of stories about trade, because I'm totally against the trade bill for a number of reasons.			✓				5x					
59	Number one, the people negotiating don't have a clue. Our president doesn't have a clue. He's a bad negotiator.			✓				4x					
60	He's the one that did Bergdahl. We get Bergdahl, they get five killer terrorists that everybody wanted over there.			✓				3x					
61	We get Bergdahl. We get a traitor. We get a no-good traitor, and they get the five people that they wanted for years, and those people are now back on the battlefield trying to kill us. That's the negotiator we have.			✓			+	4x					
62	Take a look at the deal he's making with Iran. He makes that deal, Israel maybe won't exist very long. It's a disaster, and we have to protect Israel. But…			✓			+	4x		1x			
63	So we need people— I'm a free trader. But the problem with free trade is you need really talented people to negotiate for you. If you don't have talented people, if you don't have great leadership, if you don't have people that know business, not just a political hack that got the job because he made a contribution to a campaign, which is the way all jobs, just about, are gotten, free trade terrible.			✓			+	10 x					
64	Free trade can be wonderful if you have smart people, but we have people that are stupid. We have people that aren't smart. And we have people that are controlled by special interests. And it's just not going to work.			✓				5x					
65	So, here's a couple of stories happened recently. A			✓			+	6x			1x		

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	friend of mine is a great manufacturer. And, you know, China comes over and they dump all their stuff, and I buy it. I buy it, because, frankly, I have an obligation to buy it, because they devalue their currency so brilliantly, they just did it recently, and nobody thought they could do it again.												
66	But with all our problems with Russia, with all our problems with everything— everything, they got away with it again. And it's impossible for our people here to compete.			✓		+	-	5x			1x		
67	So I want to tell you this story. A friend of mine who's a great manufacturer, calls me up a few weeks ago. He's very upset. I said, "What's your problem?"	4x		✓		+	-	4x					
68	He said, "You know, I make great product."	1x		✓									
69	And I said, "I know. I know that because I buy the product."	1x		✓				1x					
70	He said, "I can't get it into China. They won't accept it. I sent a boat over and they actually sent it back. They talked about environmental, they talked about all sorts of crap that had nothing to do with it."	4x		✓				4x					
71	I said, "Oh, wait a minute, that's terrible. Does anyone know this?"	2x		✓		+	-	1x					
72	He said, "Yeah, they do it all the time with other people."	1x		✓				3x					
73	I said, "They send it back?"	1x		✓									
74	"Yeah. So I finally got it over there and they charged me a big tariff. They're not supposed to be doing that. I told them."	3x		✓		+	-	3x					
75	Now, they do charge you tariff on trucks, when we send trucks and other things over there.	1x		✓				2x					
76	Ask Boeing. They wanted Boeing's secrets. They wanted their patents and all their secrets before they			✓			+	3x					

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	agreed to buy planes from Boeing.												
77	Hey, I'm not saying they're stupid. I like China. I sell apartments for— I just sold an apartment for $15 million to somebody from China. Am I supposed to dislike them? I own a big chunk of the Bank of America Building at 1290 Avenue of the Americas, that I got from China in a war. Very valuable.			✓			+	7x		1x			
78	I love China. The biggest bank in the world is from China. You know where their United States headquarters is located? In this building, in Trump Tower. I love China. People say, "Oh, you don't like China?"	2x		✓		+	-	8x					
79	No, I love them. But their leaders are much smarter than our leaders, and we can't sustain ourself with that. There's too much— it's like— it's like take the New England Patriots and Tom Brady and have them play your high school football team. That's the difference between China's leaders and our leaders.	1x		✓			+	7x	1x				
80	They are ripping us. We are rebuilding China. We're rebuilding many countries. China, you go there now, roads, bridges, schools, you never saw anything like it. They have bridges that make the George Washington Bridge look like small potatoes. And they're all over the place.			✓			+	7x					
81	We have all the cards, but we don't know how to use them. We don't even know that we have the cards, because our leaders don't understand the game. We could turn off that spigot by charging them tax until they behave properly.			✓			+	6x					
82	Now they're going militarily. They're building a military island in the middle of the South China sea. A military island. Now, our country could never do that			✓			+	8x					

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	because we'd have to get environmental clearance, and the environmentalist wouldn't let our country— we would never build in an ocean. They built it in about one year, this massive military port.												
83	They're building up their military to a point that is very scary. You have a problem with ISIS. You have a bigger problem with China.			✓				2x					
84	And, in my opinion, the new China, believe it or not, in terms of trade, is Mexico.			✓			+	2x					
85	So this man tells me about the manufacturing. I say, "That's a terrible story. I hate to hear it."	2x		✓				1x					
86	But I have another one, Ford.			✓				1x					
87	So Mexico takes a company, a car company that was going to build in Tennessee, rips it out. Everybody thought the deal was dead. Reported it in the Wall Street Journal recently. Everybody thought it was a done deal. It's going in and that's going to be it, going into Tennessee. Great state, great people.			✓				11 x					
88	All of a sudden, at the last moment, this big car manufacturer, foreign, announces they're not going to Tennessee. They're gonna spend their $1 billion in Mexico instead. Not good.			✓				6x					
89	Now, Ford announces a few weeks ago that Ford is going to build a $2.5 billion car and truck and parts manufacturing plant in Mexico. $2.5 billion, it's going to be one of the largest in the world. Ford. Good company.			✓			+	8x					
90	So I announced that I'm running for president. I would…			✓				3x					
91	… one of the early things I would do, probably before I even got in— and I wouldn't even use— you know, I have— I know the smartest negotiators in the world. I			✓				4x					

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	know the good ones. I know the bad ones. I know the overrated ones.												
92	You get a lot of them that are overrated. They're not good. They think they are. They get good stories, because the newspapers get buffaloed. But they're not good.			✓				3x					
93	But I know the negotiators in the world, and I put them one for each country. Believe me, folks. We will do very, very well, very, very well.			✓			-	1x			1x		
94	But I wouldn't even waste my time with this one. I would call up the head of Ford, who I know. If I was president, I'd say, "Congratulations. I understand that you're building a nice $2.5 billion car factory in Mexico and that you're going to take your cars and sell them to the United States zero tax, just flow them across the border."	4x		✓			+ - - +	8x					
95	And you say to yourself, "How does that help us," right? "How does that help us? Where is that good"? It's not.	4x		✓		+	-	2x					
96	So I would say, "Congratulations. That's the good news. Let me give you the bad news. Every car and every truck and every part manufactured in this plant that comes across the border, we're going to charge you a 35-percent tax, and that tax is going to be paid simultaneously with the transaction, and that's it.	4x		✓			+	11 x					
97	Now, here's what is going to happen. If it's not me in the position, it's one of these politicians that we're running against, you know, the 400 people that we're (inaudible). And here's what's going to happen. They're not so stupid. They know it's not a good thing, and they may even be upset by it. But then they're going to get a call from the donors or probably from	5x		✓		+	+	12 x					

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
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	the lobbyist for Ford and say, "You can't do that to Ford, because Ford takes care of me and I take care of you, and you can't do that to Ford."												
98	And guess what? No problem. They're going to build in Mexico. They're going to take away thousands of jobs. It's very bad for us.	5x		✓				2x					
99	So under President Trump, here's what would happen:			✓				1x		1x			
100	The head of Ford will call me back, I would say within an hour after I told them the bad news. But it could be he'd want to be cool, and he'll wait until the next day. You know, they want to be a little cool.	3x		✓			+	5x					
101	And he'll say, "Please, please, please." He'll beg for a little while, and I'll say, "No interest." Then he'll call all sorts of political people, and I'll say, "Sorry, fellas. No interest," because I don't need anybody's money. It's nice. I don't need anybody's money.	6x		✓			-	5x					
102	I'm using my own money. I'm not using the lobbyists. I'm not using donors. I don't care. I'm really rich. I (inaudible).			✓				3x					
103	And by the way, I'm not even saying that's the kind of mindset, that's the kind of thinking you need for this country.			✓				3x					
104	So— because we got to make the country rich.			✓				1x					
105	It sounds crass. Somebody said, "Oh, that's crass." It's not crass.			✓				3x					
106	We got $18 trillion in debt. We got nothing but problems.			✓				1x					
107	We got a military that needs equipment all over the place. We got nuclear weapons that are obsolete.			✓				2x					
108	We've got nothing. We've got Social Security that's going to be destroyed if somebody like me doesn't bring money into the country. All these other people			✓				5x					

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NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	want to cut the hell out of it. I'm not going to cut it at all; I'm going to bring money in, and we're going to save it.												
109	But here's what's going to happen:			✓		+	+	1x					
110	After I'm called by 30 friends of mine who contributed to different campaigns, after I'm called by all of the special interests and by the— the donors and by the lobbyists— and they have zero chance at convincing me, zero— I'll get a call the next day from the head of Ford. He'll say. "Please reconsider," I'll say no.	2x		✓		+	+	6x	1x		1x		
111	He'll say, "Mr. President, we've decided to move the plant back to the United States, and we're not going to build it in Mexico." That's it. They have no choice. They have no choice.	3x		✓				2x			1x		
112	There are hundreds of things like that. I'll give you another example.			✓				2x					
113	Saudi Arabia, they make $1 billion a day. $1 billion a day. I love the Saudis. Many are in this building. They make a billion dollars a day. Whenever they have problems, we send over the ships. We say "we're gonna protect." What are we doing? They've got nothing but money.			✓			+	7x			1x		
114	If the right person asked them, they'd pay a fortune. They wouldn't be there except for us.			✓				3x					
115	And believe me, you look at the border with Yemen. You remember Obama a year ago, Yemen was a great victory. Two weeks later, the place was blown up. Everybody got out— and they kept our equipment.			✓		+	+	7x			1x		
116	They always keep our equipment. We ought to send used equipment, right? They always keep our equipment. We ought to send some real junk, because, frankly, it would be— we ought to send our surplus.			✓				5x					

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NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	We're always losing this gorgeous brand-new stuff.												
117	But look at that border with Saudi Arabia. Do you really think that these people are interested in Yemen? Saudi Arabia without us is gone. They're gone.			✓				6x			1x		
118	And I'm the one that made all of the right predictions about Iraq. You know, all of these politicians that I'm running against now— it's so nice to say I'm running as opposed to if I run, if I run. I'm running.			✓				2x					
119	But all of these politicians that I'm running against now, they're trying to disassociate. I mean, you looked at Bush, it took him five days to answer the question on Iraq. He couldn't answer the question. He didn't know. I said, "Is he intelligent?"			✓		+	+ -	3x					
120	Then I looked at Rubio. He was unable to answer the question, is Iraq a good thing or bad thing? He didn't know. He couldn't answer the question.			✓		+	+	5x					
121	How are these people gonna lead us? How are we gonna— how are we gonna go back and make it great again? We can't. They don't have a clue. They can't lead us. They can't. They can't even answer simple questions. It was terrible.			✓		+	-	4x	1x		3x		
122	But Saudi Arabia is in big, big trouble. Now, thanks to fracking and other things, the oil is all over the place. And I used to say it, there are ships at sea, and this was during the worst crisis, that were loaded up with oil, and the cartel kept the price up, because, again, they were smarter than our leaders. They were smarter than our leaders.			✓		-	-	10 x			1x		
123	There is so much wealth out there that can make our country so rich again, and therefore make it great again. Because we need money. We're dying. We're dying. We need money. We have to do it. And we need			✓		+	+	7x			2x		

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	the right people.												
124	So Ford will come back. They'll all come back. And I will say this, this is going to be an election, in my opinion, that's based on competence.			✓				4x		1x	1x		
125	Somebody said — thank you, darlin'.			✓				2x					
126	Somebody said to me the other day, a reporter, a very nice reporter, "But, Mr. Trump, you're not a nice person."			✓		-	-	2x					
127	That's true. But actually I am. I think I am a nice person. People that know me, like me. Does my family like me? I think so, right. Look at my family. I'm proud of my family.	8x		✓				2x					Donald Trump points using his left hand to the audience who agrees with him.
128	By the way, speaking of my family, Melania, Barron, Kai, Donnie, Don, Vanessa, Tiffany, Evanka did a great job. Did she do a great job?	2x		✓				7x					
129	Great. Jared, Laura and Eric, I'm very proud of my family. They're a great family.	2x		✓				5x					
130	So the reporter said to me the other day, "But, Mr. Trump, you're not a nice person. How can you get people to vote for you?"	2x		✓		+	-	4x	1x				
131	I said, "I don't know." I said, "I think that number one, I am a nice person. I give a lot of money away to charities and other things. I think I'm actually a very nice person."	4x		✓			-	6x					
132	But, I said, "This is going to be an election that's based on competence, because people are tired of these nice people. And they're tired of being ripped off by everybody in the world. And they're tired of spending more money on education than any nation in the world per capita, than any nation in the world, and we are 26th in the world, 25 countries are better than us in education. And some of them are like third world	10x		✓			+	17 x			1x		

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	countries. But we're becoming a third word country, because of our infrastructure, our airports, our roads, everything. So one of the things I did, and I said, you know what I'll do. I'll do it. Because a lot of people said, "He'll never run. Number one, he won't want to give up his lifestyle."												
133	They're right about that, but I'm doing it.			✓		-		1x					
134	Number two, I'm a private company, so nobody knows what I'm worth. And the one thing is that when you run, you have to announce and certify to all sorts of governmental authorities your net worth.			✓			+	7x					
135	So I said, "That's OK." I'm proud of my net worth. I've done an amazing job.			✓		+		2x					
136	I started off— thank you— I started off in a small office with my father in Brooklyn and Queens, and my father said — and I love my father. I learned so much. He was a great negotiator. I learned so much just sitting at his feet playing with blocks listening to him negotiate with subcontractors. But I learned a lot.	5x		✓			+	10 x					
137	But he used to say, "Donald, don't go into Manhattan. That's the big leagues. We don't know anything about that. Don't do it."	4x		✓				4x					
138	I said, "I gotta go into Manhattan. I gotta build those big buildings. I gotta do it, Dad. I've gotta do it."	3x		✓		-	-	3x					
139	And after four or five years in Brooklyn, I ventured into Manhattan and did a lot of great deals— the Grand Hyatt Hotel. I was responsible for the convention center on the west side. I did a lot of great deals, and I did them early and young. And now I'm building all over the world, and I love what I'm doing.	4x		✓				4x					
140	But they all said, a lot of the pundits on television, "Well, Donald will never run, and one of the main	1x		✓			+	7x					

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	reasons is he's private and he's probably not as successful as everybody thinks."												
141	So I said to myself, you know, nobody's ever going to know unless I run, because I'm really proud of my success. I really am.	1x		✓		+		5x					
142	I've employed— I've employed tens of thousands of people over my lifetime. That means medical. That means education. That means everything.			✓			+	6x			1x		
143	So a large accounting firm and my accountants have been working for months, because it's big and complex, and they've put together a statement, a financial statement, just a summary. But everything will be filed eventually with the government, and we don't [use] extensions or anything. We'll be filing it right on time. We don't need anything.			✓			+	10 x					Donald Trump holds a piece of financial using his right hand and shows it to the audience so everybody can see it.
144	And it was even reported incorrectly yesterday, because they said, "He had assets of $9 billion." So I said, "No, that's the wrong number. That's the wrong number. Not assets."	4x		✓			+ -	6x					
145	So they put together this. And before I say it, I have to say this. I made it the old-fashioned way. It's real estate. You know, it's real estate.	5x		✓			+	4x					
146	It's labor, and it's unions good and some bad and lots of people that aren't in unions, and it's all over the place and building all over the world.	1x		✓			- +	4x					
147	And I have assets— big accounting firm, one of the most highly respected— 9 billion 240 million dollars.			✓			+ - +	6x					
148	And I have liabilities of about $500 million. That's long-term debt, very low interest rates.			✓				2x		1x			
149	In fact, one of the big banks came to me and said, "Donald, you don't have enough borrowings. Could we	6x		✓			+	4x					

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NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	loan you $4 billion"? I said, "I don't need it. I don't want it. And I've been there. I don't want it."												
150	But in two seconds, they give me whatever I wanted. So I have a total net worth, and now with the increase, it'll be well-over $10 billion. But here, a total net worth of—net worth, not assets, not— a net worth, after all debt, after all expenses, the greatest assets— Trump Tower, 1290 Avenue of the Americas, Bank of America building in San Francisco, 40 Wall Street, sometimes referred to as the Trump building right opposite the New York— many other places all over the world.	1x		✓			+	15 x					
151	So the total is $8,737,540,00.			✓			+	2x					
152	Now I'm not doing that…			✓			+	1x			1x		
153	I'm not doing that to brag, because you know what? I don't have to brag. I don't have to, believe it or not.			✓			+	2x					
154	I'm doing that to say that that's the kind of thinking our country needs. We need that thinking. We have the opposite thinking.			✓				5x					
155	We have losers. We have losers. We have people that don't have it. We have people that are morally corrupt. We have people that are selling this country down the drain.			✓				4x			1x		
156	So I put together this statement, and the only reason I'm telling you about it today is because we really do have to get going, because if we have another three or four years— you know, we're at $8 trillion now. We're soon going to be at $20 trillion.			✓		-	-	7x					
157	According to the economists— who I'm not big believers in, but, nevertheless, this is what they're saying— that $24 trillion— we're very close— that's the point of no return. $24 trillion. We will be there			✓		-	+	8x			1x		

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NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
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	soon. That's when we become Greece. That's when we become a country that's unsalvageable. And we're gonna be there very soon. We're gonna be there very soon.												
158	So, just to sum up, I would do various things very quickly. I would repeal and replace the big lie, Obamacare.			✓				4x		1x			
159	I would build a great wall, and nobody builds walls better than me, believe me, and I'll build them very inexpensively, I will build a great, great wall on our southern border. And I will have Mexico pay for that wall.			✓			+	7x					
160	Mark my words.			✓						1x			
161	Nobody would be tougher on ISIS than Donald Trump. Nobody.			✓			+ -	3x		1x			
162	I will find — within our military, I will find the General Patton or I will find General MacArthur, I will find the right guy. I will find the guy that's going to take that military and make it really work. Nobody, nobody will be pushing us around.			✓			+	10 x			1x		
163	I will stop Iran from getting nuclear weapons. And we won't be using a man like Secretary Kerry that has absolutely no concept of negotiation, who's making a horrible and laughable deal, who's just being tapped along as they make weapons right now, and then goes into a bicycle race at 72 years old, and falls and breaks his leg. I won't be doing that. And I promise I will never be in a bicycle race. That I can tell you.			✓		-	+	9x		1x			
164	I will immediately terminate President Obama's illegal executive order on immigration, immediately.			✓		-	+	3x		2x			
165	Fully support and back up the Second Amendment.			✓				3x					
166	Now, it's very interesting. Today I heard it. Through	8x		✓			+	25					

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
	stupidity, in a very, very hard core prison, interestingly named Clinton, two vicious murderers, two vicious people escaped, and nobody knows where they are. And a woman was on television this morning, and she said, “You know, Mr. Trump,” and she was telling other people, and I actually called her, and she said, “You know, Mr. Trump, I always was against guns. I didn’t want guns. And now since this happened”— it’s up in the prison area— “my husband and I are finally in agreement, because he wanted the guns. We now have a gun on every table. We’re ready to start shooting.”							x					
167	I said, “Very interesting.”	1x		✓				1x					
168	So protect the Second Amendment.			✓				2x					
169	End— end Common Core. Common Core should— it is a disaster. Bush is totally in favor of Common Core. I don’t see how he can possibly get the nomination. He’s weak on immigration. He’s in favor of Common Core. How the hell can you vote for this guy? You just can’t do it. We have to end education has to be local.			✓			+	9x			2x		
170	Rebuild the country’s infrastructure.			✓			+	2x					
171	Nobody can do that like me. Believe me. It will be done on time, on budget, way below cost, way below what anyone ever thought.			✓			+	7x					
172	I look at the roads being built all over the country, and I say I can build those things for one-third. What they do is unbelievable, how bad.			✓			+	3x					
173	You know, we’re building on Pennsylvania Avenue, the Old Post Office, we’re converting it into one of the world’s great hotels. It’s gonna be the best hotel in Washington, D.C. We got it from the General Services Administration in Washington. The Obama			✓			+	16 x					

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NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
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	administration. We got it. It was the most highly sought after— or one of them, but I think the most highly sought after project in the history of General Services. We got it. People were shocked, Trump got it.												
174	Well, I got it for two reasons. Number one, we're really good. Number two, we had a really good plan. And I'll add in the third, we had a great financial statement. Because the General Services, who are terrific people, by the way, and talented people, they wanted to do a great job. And they wanted to make sure it got built.			✓				5x	1x				
175	So we have to rebuild our infrastructure, our bridges, our roadways, our airports. You come into La Guardia Airport, it's like we're in a third world country. You look at the patches and the 40-year-old floor. They throw down asphalt, and they throw.			✓				8x					
176	You look at these airports, we are like a third world country. And I come in from China and I come in from Qatar and I come in from different places, and they have the most incredible airports in the world. You come to back to this country and you have LAX, disaster. You have all of these disastrous airports. We have to rebuild our infrastructure.			✓			+	11 x					
177	Save Medicare, Medicaid and Social Security without cuts. Have to do it.			✓				5x					
178	Get rid of the fraud. Get rid of the waste and abuse, but save it. People have been paying it for years. And now many of these candidates want to cut it. You save it by making the United States, by making us rich again, by taking back all of the money that's being lost.			✓			+	6x		1x			
179	Renegotiate our foreign trade deals.			✓			-	1x					

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NO	Paragraph	ST	Body Language		Tone of Voice			Pause				Visual Aids	Note
			Pos	BM	Pa	Pi	V	SP	SpP	LP	PP		
180	Reduce our $18 trillion in debt, because, believe me, we're in a bubble. We have artificially low interest rates. We have a stock market that, frankly, has been good to me, but I still hate to see what's happening. We have a stock market that is so bloated.			✓			+	8x					
181	Be careful of a bubble because what you've seen in the past might be small potatoes compared to what happens. So be very, very careful.			✓				3x		1x			
182	And strengthen our military and take care of our vets. So, so important.			✓				2x		1x			
183	Sadly, the American dream is dead.			✓				2x		2x			
184	But if I get elected president I will bring it back bigger and better and stronger than ever before, and we will make America great again			✓			+	9x					
185	Thank you. Thank you very much.			✓									

Note: *volume [+] = increasing, [-]= decreasing*
Pitch [+]= increasing, [-]= decreasing